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Advertising agencies

1947-49, 50-51, 52-65.

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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
INTERNAL TRADE BRANCH  
OTTAWA, CANADA

DEPT. OF POLITICAL SCIENCE  
UNIVERSITY OF TORONTO

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.  
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Advertising Agencies in Canada, 1941

This report presents summary statistics on advertising agencies in Canada for the year 1941. The data shown were collected in 1942 as part of the Census of Merchandising and Service Establishments taken in connection with the Decennial Census of 1941. The firms whose operations are summarized in this report are confined to those that contract for space or other advertising media, and that place the advertising for the client on a commission or fee basis. Establishments whose activities are confined to the writing of advertising copy or to commercial art work are not included here but are included in the report on Service Establishments as business services.

There were 49 companies or firms reported as advertising agencies in Canada in 1941 and these operated a total of 87 establishments including head offices and branches. Total billings to clients for all types of advertising placed by these agencies in 1941 amounted to \$29,224,400, an increase of 33.2 per cent over the \$21,940,900 recorded for 1930, the only other year for which figures are available. Gross revenues received by the agencies (including fees or commissions on billings and mechanical charges, on radio time and talent costs, etc.) amounted to \$4,823,900 for 1941 or 16.5 per cent of the total billings.

A classification according to total amount of billings for 1941 reveals 9 companies each with billings of \$1,000,000 or over. These companies accounted for 62.8 per cent of the total billings for all firms. There were 7 companies each with total billings lying between \$500,000 and \$1,000,000 and these accounted for 16.8 per cent of the total business. There were 19 firms with billings lying between \$100,000 and \$500,000 and another 14 firms each with annual billings of less than \$100,000. The proportions of the total billings received by these smaller firms were 18.4 per cent and 2.0 per cent respectively.

Data on billings were not secured on a regional basis. But gross revenue figures were obtained for each individual office and these show that 60.0 per cent of the gross revenue of advertising agencies was secured through offices located in Ontario and another 34 per cent through offices in Quebec. Only 6 per cent of the gross revenue was secured through offices in the other provinces.

Advertising Agencies Classified According to  
Amount of Annual Billings, Canada, 1941.

Annual Billings	Number of Firms	Annual Billings	
		Amount	Per cent
All firms, total .....	49	29,224,400	100.0
Below \$100,000 .....	14	585,000	2.0
100,000 - 499,999 .....	19	5,371,400	18.4
500,000 - 999,999 .....	7	4,906,500	16.8
1,000,000 & over .....	9	18,361,500	62.8



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DEPARTMENT OF TRADE AND COMMERCE

DOMINION BUREAU OF STATISTICS Canada

MERCHANDISING AND SERVICES BRANCH

OTTAWA, CANADA

Dominion Statistician: S. A. Cudmore, M.A. (Oxon.), LL.D. (Tor.), F.S.S., F.R.S. C.  
Chief, Merchandising and Services Branch: A. C. Steedman, B.A.

Series, 1944 - No. 5

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### ADVERTISING AGENCIES IN CANADA, 1944

The data presented in this summary of the operations of advertising agencies in Canada were obtained in connection with a more comprehensive study of the advertising field still in progress and designed to provide a more accurate measure of the total advertising expenditure in Canada than has hitherto been available. The results of the more exhaustive study are not yet available but the returns from advertising agencies are now complete and are here summarized.

The firms whose operations are summarized in this report are restricted to those that contract for space, radio or other advertising media, and that place the advertising for the client on a commission or fee basis. There were 41 such firms operating in Canada in 1944 and their total billings to clients for all types of work totalled \$36,944,785 of which \$36,518,296 represented billings for some type of advertising and \$426,489 represented billings for other services such as the conducting of market surveys.

Gross revenues received by the agencies amounted to \$5,949,499 in 1944. This figure represents the fees or commissions on billings and mechanical charges, on radio time and talent costs, etc., received by the agencies. It forms 16.1 per cent of the total billings for all services performed and represents the amount which the agencies received out of which to pay their operating expenses and provide a profit on the year's operations. Complete details on operating expenses were not secured but salary and wage payments to 548 male and 693 female employees were reported at \$3,294,263 or 55.4 per cent of the gross revenue.

A comparable survey of advertising agencies conducted as part of the Census of Merchandising and Service Establishments for 1941 showed gross billings in that year of \$29,224,400, gross revenue to the agencies of \$4,823,900 or 16.5 per cent of the billings and salary and wage payments of \$2,793,200. Compared with these results, gross billings in 1944 were up 26.4 per cent; gross revenues to the agencies were up 23.3 per cent while salary and wage payments gained 17.9 per cent.

Table 1. Comparative Results for Advertising Agencies  
in Canada, 1941 and 1944

	1941	1944	Per cent change
Gross billings .....	\$29,224,400	\$36,944,785	+26.4
Gross revenue:			
Amount .....	\$ 4,823,900	\$ 5,949,499	+23.3
Per cent of billings .	16.5	16.1	
Salaries & wages .....	\$ 2,793,200	\$ 3,294,263	+17.9



Distribution of Billings to Clients by Type of Medium

In addition to reporting the total amount of its billings, each agency was asked to classify this total to show the billings representing publication advertising, radio advertising and advertising of other kinds including bill-board and neon signs. Almost exactly two-thirds of the billings made by advertising agencies in 1944 represented advertising in newspapers, magazines or other printed matter. Twenty per cent of the billings were for radio advertising and the remaining 13 per cent represented advertising expenditures in other media.

Almost 66 per cent of the billings through the 41 agencies were made by 11 large firms each having annual billings of \$1,000,000 or more in 1944. Another 21.6 per cent of the total billings were secured by another 11 firms each with total billings lying between \$500,000 and \$1,000,000. The distribution of total billings according to type of media was strikingly similar for each of these two groups. Fourteen agencies each with annual billings of between \$100,000 and \$500,000 and accounting for 12.1 per cent of the total business, reported somewhat larger proportions of their total billings for publication and radio advertising and a much smaller proportion for the residual type. Eighty-six per cent of the business of a group of five small firms each with annual billings of less than \$100,000 represented advertising in publications. Only small proportions in this instance represented billings for the other two categories included in the analysis.

Table 11. Advertising Agencies Classified According to Amount of Annual Billings, 1944

Annual Billings	Number of Firms	Total Billings	
		Amount	Per cent of total
All firms, total .....	41	\$ 36,944,785	100.0
Below \$100,000 .....	5	279,133	0.7
\$100,000 - \$499,999 ..	14	4,470,125	12.1
\$500,000 - \$999,999 ..	11	7,967,658	21.6
\$1,000,000 & over ....	11	24,227,869	65.6

Table 111. Percentage Distribution of Billings for Advertising by Type of Media for Advertising Agencies Classified According to Amount of Total Billings, 1944

Total Annual Billings	Number of Firms	Distribution of Advertising Billings				
		Total		Publication	Radio	Other
		Amount	%			
All firms, total .....	41	\$ 36,518,296	100.0	66.3	20.4	13.3
Below \$100,000 .....	5	269,445	100.0	86.0	8.8	5.2
\$100,000 - \$499,999 ..	14	4,393,614	100.0	69.8	24.8	5.4
\$500,000 - \$999,999 ..	11	7,952,098	100.0	66.6	18.9	14.5
\$1,000,000 & over ....	11	23,903,139	100.0	65.4	20.2	14.4



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DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF (STATISTICS Canada)  
MERCHANDISING AND SERVICES SECTION  
OTTAWA, CANADA

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Chief, Merchandising and Services Section: A. C. Steedman, B.A.  
Series, 1945 - No. 5 Price 10 cents

ADVERTISING AGENCIES IN CANADA, 1945

This report summarizes the activities of 47 advertising agencies of the type which contract for space, radio or other advertising media and which place the advertising for clients on a commission or fee basis. The total billings for the year 1945 reported by these agencies amounted to \$42,471,233, an increase of 15.0 per cent over the \$36,944,785 reported by 41 agencies in 1944 and of 45.3 per cent over the figure reported by 49 agencies in 1941. Of the total billings, \$41,931,086 represented billings for some type of advertising while the remainder, \$540,147, represented billings for other services, such as market surveys, etc.

Gross revenues, including fees or commissions on billings and mechanical charges, on radio time and talent costs, etc. received by the 47 advertising agencies totalled \$6,730,095 compared with \$5,949,499 reported by the 41 agencies in 1944. These figures include commissions received by the agencies on billings placed through the War Finance Advertising Group. Revenue from this source amounted to \$416,529 in the year 1945. Total gross revenues formed 15.8 per cent of billings placed by the agencies.

The 47 agencies employed 708 male and 791 female employees who received \$3,779,852 in salaries and wages or 56.2 per cent of the gross revenue. This amount is 14.7 per cent higher than the \$3,294,263 paid in salaries and wages by advertising agencies in 1944 and 35.3 per cent above the 1941 figure.

Summary statistics for the years 1941, 1944 and 1945 are presented in Table 1.

Table 1. Comparative Results for Advertising Agencies  
in Canada, 1941, 1944 and 1945.

	1941	1944	1945	Per cent Change	
				1945 1941	1945 1944
Number of firms .....	49	41	47	-	-
Gross billings .....\$	29,224,400	36,944,785	42,471,233	+45.3	+15.0
Gross revenues:					
Amount .....\$	4,823,900	5,949,499	6,730,095	+39.5	+13.1
Per cent of billings .....	16.5	16.1	15.8	-	-
Total number of employees ..	1,237	1,241	1,499	+21.2	+20.8
Salaries and wages paid					
Amount .....\$	2,793,200	3,294,263	3,779,852	+35.3	+14.7
Per cent of gross revenue,	57.9	55.4	56.2	-	-



Advertising Agencies by Size of Business

Twelve of the 47 agencies had annual billings of over \$1,000,000 and these accounted for 68.3 per cent of the total. Another 18.6 per cent of total billings were placed by 11 agencies with annual volumes of between \$500,000 and \$1,000,000. Seventeen agencies each with billings of between \$100,000 and \$500,000 secured 12.2 per cent of total billings, while the 7 firms in the smallest size category accounted for less than one per cent of the total volume of business.

Table 2. Advertising Agencies Classified According to Amount of Annual Billings, 1944 and 1945

Annual Billings	1944			1945		
	Number of Firms	Total Billings		Number of Firms	Total Billings	
		Amount	Per cent of Total		Amount	Per cent of Total
		\$			\$	
All firms, total .....	41	36,944,785	100.0	47	42,471,233	100.0
Less than \$100,000 ....	5	279,133	0.7	7	385,796	0.9
\$100,000 - \$499,999 ...	14	4,470,125	12.1	17	5,201,722	12.2
\$500,000 - \$999,999 ...	11	7,967,658	21.6	11	7,881,329	18.6
\$1,000,000 - \$2,499,999	7	10,391,318	28.1	8	12,470,684	29.4
\$2,500,000 and over ...	4	13,836,551	37.5	4	16,531,702	38.9

Distribution of Advertising Billings to Clients by Type of Medium

Of the total billings for advertising, 65.6 per cent represented advertising in newspapers, magazines and other printed matter. Radio advertising accounted for 19.6 per cent of the billings while the remaining 14.8 per cent represented advertising expenditures in other media. Agencies whose annual billings amounted to over \$2,500,000 in 1945 reported 62.2 per cent of their billings for advertising in publications, 18.2 per cent radio advertising and 19.6 per cent in other types of media. As size of business decreased, publication advertising formed greater proportions of the total billings, so that in the smallest size class, with billings less than \$100,000, publication advertising accounted for 82.7 per cent of the billings, while radio advertising comprised 9.4 per cent, and all other media, 7.9 per cent.

Table 3. Percentage Distribution of Billings for Advertising by Type of Media, for Advertising Agencies Classified According to Amount of Total Billings, 1945

Annual Billings for Advertising	Number of Firms	Distribution of Advertising Billings				
		Total		Publi- cation	Radio	Other
		Amount	%			
		\$				
All firms, total .....	47	41,931,086	100.0	65.6	19.6	14.8
Below \$100,000 .....	7	385,796	100.0	82.7	9.4	7.9
\$100,000 - \$499,999 ...	17	5,129,475	100.0	70.0	20.4	9.6
\$500,000 - \$999,999 ...	11	7,856,904	100.0	68.6	19.5	11.9
\$1,000,000 - \$2,499,999	8	12,051,260	100.0	65.8	21.5	12.7
\$2,500,000 and over ...	4	16,507,651	100.0	62.2	18.2	19.6



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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE  
DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES STATISTICS  
OTTAWA, CANADA *Statistics Canada*

Dominion Statistician: Herbert Marshall  
Director, Division of Census of Industry and Merchandising: W. H. Losee  
Acting Chief, Merchandising and Services Statistics: C. H. McDonald  
Series, 1946 - No. 5 Price 10 cents  
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ADVERTISING AGENCIES IN CANADA, 1946

Total billings of 57 advertising agencies of the type which contract for space, radio or other advertising media and which place advertising for clients on a commission or fee basis amounted to \$52,169,461 in 1946. This compares with \$43,696,376 reported by 56 agencies for the year 1945, an increase of 19 per cent in dollar volume of advertising handled by agencies between the two years. Of the total billings, only \$90,114 was for market surveys and other services not considered as advertising.

Gross revenues received by the 57 agencies totalled \$8,458,430 in 1946 compared with \$7,175,924 reported by 56 agencies for the year 1945. These figures include commissions received on billings placed through special agency groups formed to handle Government advertising. Revenue from this source amounted to \$179,289 in 1946 and \$340,336 in 1945.

Advertising agencies in 1946 provided employment for 1,816 persons who received \$5,003,265 in salaries. This amount was 22 per cent higher than the corresponding figure for 1945. The number of male employees increased 23 per cent and female employees only 10 per cent. In addition, there were 16 proprietors of unincorporated companies whose salaries amounted to \$65,222 in 1946 compared with 14 proprietors who received \$45,101 in 1945.

Table 1. - Summary Statistics, Advertising Agencies  
in Canada, 1941, 1945 and 1946

	1941	1945 (1)	1946	Per cent change	
				1946 1941	1946 1945
Number of firms.....	49	56	57	-	-
Gross billings.....\$	29,224,400	43,696,376	52,169,461	+78.5	+19.4
Gross revenues -					
Amount.....\$	4,823,900	7,175,924	8,458,430	+75.3	+17.9
per cent of billings.....	16.5	16.4	16.2	-	-
Number of employees, total...	1,237	1,561	1,816	+46.8	+16.3
Male.....	(2)	753	926	(2)	+23.0
Female.....	(2)	808	890	(2)	+10.1
Salaries and wages.....\$	2,793,200	4,101,283	5,003,265	+79.1	+22.0
Per cent of gross revenue....	57.9	57.2	59.2	-	-
Number of proprietors (3)....	(2)	14	16	-	-
Proprietors' salaries.....\$	(2)	45,101	65,222	(2)	+44.6

(1) Revised.

(2) Not available.

(3) Unincorporated firms only.



# Advertising Agencies by Size of Business

Classified by amount of 1946 billings, 17 of the 57 agencies with annual billings of over \$1,000,000 accounted for 76 per cent of the total. Another 13 per cent was placed by 10 agencies with annual billings between \$500,000 and \$1,000,000 while 19 agencies with annual volume between \$100,000 and \$500,000 were responsible for 9 per cent of the total billings. Eleven firms with billings of less than \$100,000 during the year secured 1.2 per cent of the total volume of business handled by agencies.

Table 2. - Advertising Agencies Classified According to Amount of 1946 Billings, 1945 and 1946

Annual billings	1 9 4 5 (1)			1 9 4 6		
	No. of firms	Total billings		No. of firms	Total billings	
		Amount	Per cent of total		Amount	Per cent of total
		\$			\$	
All firms, total.....	56	43,696,376	100.0	57	52,169,461	100.0
Less than \$100,000.....	11	523,588	1.2	11	609,609	1.2
\$100,000 - \$499,999.....	18	4,008,832	9.2	19	4,791,603	9.2
\$500,000 - \$999,999.....	10	5,872,446	13.4	10	6,882,379	13.2
\$1,000,000 - \$2,499,999.	12	14,555,389	33.3	12	17,264,018	33.1
\$2,500,000 and over.....	5	18,756,121	42.9	5	22,621,852	43.3

(1) Revised.

## Distribution of Advertising Billings to Clients by Type of Medium

Of the total billings, 61.2 per cent represented billings for space in publications, 6.4 per cent was billings for other visual advertising such as billboard, street car, sky-writing, etc., and 14.1 per cent was charges for artwork and mechanical production in connection with these types of advertising. Radio advertising billings formed 18.3 per cent of the total advertising billings.

Table 3. - Percentage Distribution of Billings for Advertising by Media, 1946  
(Advertising Agencies Classified by Amount of Annual Billings)

Annual billings	No. of firms	Total advertising billings	Distribution of advertising billings			
			Publication	Other visual	Mechanical production	Radio
		\$	%	%	%	%
All firms, total.....	57	52,079,347	61.2	6.4	14.1	18.3
Less than \$100,000.....	11	609,609	52.4	4.6	7.8	35.2
\$100,000 - \$499,999.....	19	4,777,775	59.1	7.9	11.5	21.5
\$500,000 - \$999,999.....	10	6,880,579	66.8	2.6	10.1	20.5
\$1,000,000 - \$2,499,999.	12	17,250,878	61.7	4.8	16.8	16.7
\$2,500,000 and over.....	5	22,560,506	59.8	8.6	13.9	17.7

Note: The inclusion of a number of agencies specializing in radio advertising which had not been included in the 1944 or 1945 surveys and the revision of the classifications used make the breakdown of billings incomparable with that given in previous reports.



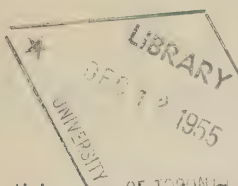
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## ADVERTISING AGENCIES

1947, 1948 and 1949

Advertising agencies in Canada handled advertising and provided other services to the extent of \$86,742,470 in 1949 compared with \$73,762,213 in 1948, and \$64,594,674 in 1947. The 1949 total was an increase of 18% over 1948, while increases for the two previous years were 14% (1948 over 1947) and 24% (1947 over 1946). Billings for market surveys and other services not considered advertising constituted a small but increasing proportion of the total billings of advertising agencies. In 1949, these services accounted for \$291,502, as compared with \$218,447 in 1948 and \$171,897 in 1947.

Gross revenues amounted to \$13,526,336 in 1949, \$11,553,459 in 1948, and \$10,091,772 in 1947, forming practically the same percentage of total billings in each of the three years. Net revenue was relatively higher in 1949 than in 1948, but formed about the same percentage of gross billings as was the case in 1947.

Advertising agencies employed 2,340 persons in 1949 and these received \$8,136,472 in salaries. Of these 2,340 persons, 22 were proprietors of unincorporated companies whose salaries were estimated at \$126,365. Table 2 gives employment figures by sex, as well as a breakdown of salaries between executives and other employees.

The distribution of agencies according to amount of annual billings is shown in Table 3. Of the 74 agencies in Canada, 9 had billings in 1949 amounting to \$2,500,000 or over and these accounted for 55% of total billings of all agencies. Thirteen agencies with 1949 billings of between \$1,000,000 and \$2,500,000 were responsible for 26% of all billings, while 39 agencies whose annual billings were less than \$500,000 handled 8% of the business. The remaining 11% was received by 13 agencies with billings in 1949 of between \$500,000 and \$1,000,000.

Table 4 shows the percentage distribution of advertising billings by type of media and for various sizes of business. For each of the three years, billings for advertising in publications constituted between 60% and 62% of all billings, other visual advertising was responsible for 4%, while radio advertising accounted for between 15% and 18% of all advertising billings. Mechanical charges amounted to 16% of the gross billings.

The inclusion of several agencies handling only radio advertising in the "Less than \$100,000" class resulted in a higher proportion of billings for radio advertising and a lower proportion for publication advertising in this class than in other size classes. With the exception of this group, the percentage of billings for advertising in publications varied inversely with the size of business.

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1945-1949

Year	Number of firms	Amount of Billings			Gross Revenue		Net Revenue
		Advertising	Market Research and Other Services	Total	Amount	% of Billings	
		\$	\$	\$	\$		\$
1941.....	49	1	1	29,224,400	4,823,900	16.5	1
1945.....	56	1	1	43,696,376	7,175,924	16.4	1
1946.....	57	52,079,347	90,114	52,169,461	8,458,430	16.2	1
1947.....	67	64,422,777	171,897	64,594,674	10,091,772	15.6	1,462,792
1948.....	75	73,543,766	218,447	73,762,213	11,553,459	15.7	1,370,408
1949.....	74	86,450,968	291,502	86,742,470	13,526,336	15.6	1,948,453

1. Not available.



## MERCHANDISING AND SERVICES

TABLE 2. Employment Statistics, Advertising Agencies in Canada, 1941 and 1945-1949

Year	Number of firms	Gross Revenue	Proprietors		Employees			Salaries			
			No.	Estimated Salaries	Male	Female	Total	Executive Amount	Other Amount	Total Amount	% of Gross Revenue
		\$		\$	No.	No.	No.	\$	\$	\$	
1941.....	49	4,823,900	1	1	1	1	1,237	1	1	2,793,200	57.9
1945.....	56	7,175,924	14	45,101	753	808	1,561	1	1	4,101,283	57.2
1946.....	57	8,458,430	16	65,222	926	890	1,816	1	1	5,003,265	59.2
1947.....	67	10,091,772	24	91,395	1,099	957	2,056	1,542,390	4,665,767	6,208,157	61.5
1948.....	75	11,553,459	22	120,578	1,225	1,013	2,238	1,700,745	5,407,995	7,108,740	61.5
1949.....	74	13,526,336	22	126,365	1,279	1,039	2,318	1,887,430	6,122,677	8,010,107	59.2

1. Not available.

TABLE 3. Advertising Agencies Classified According to Amount of Billings, 1941 and 1945-1949

Year	Amount of Billings											
	Less than \$100,000		\$100,000 to \$499,999		\$500,000 to \$999,999		\$1,000,000 to \$2,499,999		\$2,500,000 and over		All Sizes, Total	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
		\$		\$		\$		\$		\$		\$
1941.....	14	585,000	19	5,371,400	7	4,906,500	9 <sup>1</sup>	18,361,500 <sup>1</sup>	2	2	49	29,224,400
1945.....	11	523,588	18	4,008,832	10	5,872,446	12	14,555,389	5	18,756,121	56	43,696,376
1946.....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852	57	52,169,461
1947.....	19	974,946	20	5,814,459	9	6,244,509	13	21,050,456	6	30,510,304	67	64,594,674
1948.....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506	75	73,762,213
1949.....	18	996,526	21	6,060,979	13	9,100,373	13	22,919,165	9	47,665,427	74	86,742,470

1. Includes firms with billings of \$2,500,000 and over.

2. Included with \$1,000,000 to \$2,499,999.

Note. Firms classified each year according to billings in that year.



# ADVERTISING AGENCIES

P-3

**TABLE 4. Percentage Distribution of Advertising Billings by Media, 1947, 1948 and 1949**  
(Agencies Classified by Amount of Annual Billings)

Year and Amount of Annual Billings	Number of firms	Total Advertising Billings <sup>1</sup>	Distribution of Advertising Billings					
			Publi- cations	Other Visual	Me- chanical	Radio	Other	Total
		\$	%	%	%	%	%	%
<b>1947</b>								
Less than \$100,000.....	19	969,756	56.4	5.0	7.3	22.4	8.9	100.0
\$100,000- \$499,999.....	20	5,803,920	64.5	3.5	15.5	15.1	1.4	100.0
\$500,000- \$999,999.....	9	6,239,041	63.0	3.6	16.0	17.4	—	100.0
\$1,000,000-\$2,499,999.....	13	21,032,690	61.9	3.6	17.0	17.0	0.5	100.0
\$2,500,000 and over.....	6	30,377,370	61.2	5.2	16.3	14.6	2.7	100.0
<b>All sizes, total.....</b>	<b>67</b>	<b>64,422,777</b>	<b>61.8</b>	<b>4.4</b>	<b>16.3</b>	<b>15.8</b>	<b>1.7</b>	<b>100.0</b>
<b>1948</b>								
Less than \$100,000.....	22	1,090,526	52.5	6.3	11.2	21.0	9.0	100.0
\$100,000- \$499,999.....	21	6,056,004	66.5	2.2	13.9	15.5	1.9	100.0
\$500,000- \$999,999.....	11	7,443,371	61.5	7.0	17.7	13.5	0.3	100.0
\$1,000,000-\$2,499,999.....	14	22,959,466	60.1	2.8	16.4	19.2	1.5	100.0
\$2,500,000 and over.....	7	35,994,399	59.5	5.5	16.1	15.8	3.1	100.0
<b>All sizes, total.....</b>	<b>75</b>	<b>73,543,766</b>	<b>60.4</b>	<b>4.5</b>	<b>16.1</b>	<b>16.7</b>	<b>2.3</b>	<b>100.0</b>
<b>1949</b>								
Less than \$100,000.....	18	993,451	53.4	8.4	12.6	16.7	8.9	100.0
\$100,000- \$499,999.....	21	6,050,313	67.4	2.3	14.0	14.4	1.9	100.0
\$500,000- \$999,999.....	13	9,084,255	68.0	4.7	16.3	10.9	0.1	100.0
\$1,000,000-\$2,499,999.....	13	22,858,568	58.7	4.2	15.7	19.8	1.6	100.0
\$2,500,000 and over.....	9	47,464,381	60.6	4.5	17.2	14.8	2.9	100.0
<b>All sizes, total.....</b>	<b>74</b>	<b>86,450,968</b>	<b>61.2</b>	<b>4.4</b>	<b>16.4</b>	<b>15.7</b>	<b>2.3</b>	<b>100.0</b>

1. Excluding billings for market research and other services not considered advertising.







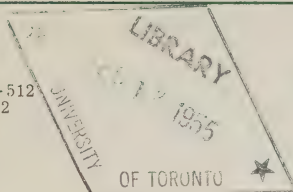
## D.B.S. MEMORANDUM

Dominion Bureau of Statistics, Ottawa, Canada

6505-512  
10-7-52

Price 10 cents

4-Part 111-W-1



## ADVERTISING AGENCIES

## 1950 and 1951

During the ten year period between the 1941 and the 1951 Census, advertising agencies in Canada more than tripled their volume of business. In 1951 advertising agencies handled advertising and provided other services to the extent of \$108,413,585 compared with \$96,220,544 in 1950 and \$86,742,470 in 1949. The 1950 total represents an increase of 11% over 1949 while the 1951 total was 13% higher than that of 1950. Billings for market surveys and other services not commissionable amounted to \$951,833 in 1951 as compared with \$653,944 in 1950 and \$291,502 in 1949, forming a small but increasing proportion of the total billings of advertising agencies.

Gross revenue on commissionable billings amounted to \$14,443,707 in 1950 and \$16,255,059 in 1951, representing slightly over 15% of the total commissionable billings in each year. Net revenue in 1951 amounted to \$2,328,015 as compared with \$2,075,563 in 1950 but represented the same percentage of gross revenue in both years.

Table 2 shows the distribution of advertising agencies according to the amount of annual billings.

Owing to the increase in the volume of advertising during recent years, it was deemed practical to add a further size classification to this table, representing agencies with billings of \$5,000,000 and over. This breakdown is not available prior to 1950.

Percentage distribution of commissionable billings by type of media and for various sizes of business is presented in Table 3. In both 1950 and 1951 billings for advertising in publications constituted almost 60% of all commissionable billings. Radio advertising accounted for a slightly higher proportion of the total in 1951 than in 1950 but all other media showed approximately the same percentage distribution during these two years.

The 2,552 persons employed by advertising agencies during 1951 received \$10,128,050 for their services. In 1950 advertising agencies paid \$8,989,657 to their 2,472 employees. The following table gives employment figures and shows total payroll and the percent of gross revenue which it represents.

Year	Number of firms	Gross revenue	Average number of employees	Total amount paid to employees	Percent of gross revenue
		\$		\$	%
1941 .....	49	4,323,900	1,237	2,793,200	57.9
1945 .....	56	7,175,924	1,561	4,101,283	57.2
1946 .....	57	8,458,430	1,810	5,003,265	59.2
1947 .....	67	10,091,772	2,056	6,208,157	61.5
1948 .....	75	11,553,459	2,238	7,108,740	61.5
1949 .....	74	13,526,336	2,318	8,010,107	59.2
1950 .....	75	15,012,672	2,472	8,989,657	59.9
1951 .....	83	17,015,496	2,552	10,128,050	59.5



TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1945-1951

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue
		Commissionable billings	Market surveys and other research	Other fees	Total	Commissionable billings		Market surveys and other research and other fees	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
		\$	\$	\$	\$	\$	%	\$	\$	%	\$
1941 .....	49	1	1	1	29,224,400	1	1	1	4,823,900	16.5	1
1945 .....	56	1	1	1	43,696,376	1	1	1	7,175,924	16.4	1
1946 .....	57	52,079,347	90,114		52,169,461	1	1	1	8,458,430	16.2	1
1947 .....	67	64,422,777	171,897		64,594,674	1	1	1	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766	218,447		73,762,213	1	1	1	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968	291,502		86,742,470	1	1	1	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600	141,354	512,590	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752	133,936	817,897	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015

1. Not available.

TABLE 2. Advertising Agencies Classified According to Amount of Billings, 1941 and 1945-51

Year	Amount of billings													
	Less than \$100,000		\$100,000 to \$499,999		\$500,000 to \$999,999		\$1,000,000 to \$2,499,999		\$2,500,000 <sup>2</sup> to \$4,999,999		\$5,000,000 and over		All sizes, Total	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
		\$		\$		\$		\$		\$		\$		\$
1941 .....	14	585,000	19	5,371,400	7	4,906,500	9 <sup>1</sup>	18,361,500 <sup>1</sup>	3	3			49	29,224,400
1945 .....	11	523,588	18	4,008,832	10	5,872,446	12	14,555,389	5	18,756,121			56	43,696,376
1946 .....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852			57	52,169,461
1947 .....	19	974,946	20	5,814,459	9	6,244,509	13	21,050,456	6	30,510,304			67	64,594,674
1948 .....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506			75	73,762,213
1949 .....	18	996,526	21	6,060,979	13	9,100,373	13	22,919,165	9	47,665,427			74	86,742,470
1950 .....	14	708,660	23	5,787,920	15	10,446,604	10	15,175,795	9	27,872,440	4	36,229,125	75	96,220,544
1951 .....	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187	4	38,883,932	83	108,413,585

1. Includes firms with billings of \$2,500,000 and over.

2. Prior to 1950 this column included billings of \$2,500,000 and over.

3. Included with \$1,000,000 to \$2,499,999.

4. See footnote 2.

Note. Firms classified each year according to billings in that year.



**TABLE 3. Percentage Distribution of Commissionable Billings by Media, 1950 and 1951**  
(Agencies Classified by Amount of Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings					
			Publications	Other visual	Production, artwork, printing, etc.	Radio	Other	Total
		\$	%	%	%	%	%	%
<b>1950</b>								
Less than \$100,000 .....	14	618,748	55.7	2.1	23.9	12.7	5.6	100.0
\$100,000- \$499,999 .....	23	5,713,496	68.9	3.0	16.6	11.4	0.1	100.0
\$500,000- \$999,999 .....	15	10,386,181	63.0	5.7	19.6	11.6	0.1	100.0
\$1,000,000-\$2,499,999 .....	10	15,079,680	54.3	10.1	15.4	20.1	0.1	100.0
\$2,500,000-\$4,999,999 .....	9	27,673,596	59.1	4.9	18.2	17.7	0.1	100.0
\$5,000,000 and over .....	4	36,094,899	59.9	5.0	19.9	15.1	0.1	100.0
<b>All sizes, total .....</b>	<b>75</b>	<b>95,566,600</b>	<b>59.6</b>	<b>5.7</b>	<b>18.5</b>	<b>16.1</b>	<b>0.1</b>	<b>100.0</b>
<b>1951</b>								
Less than \$100,000 .....	21	945,190	56.0	2.7	18.0	17.4	5.9	100.0
\$100,000- \$499,999 .....	23	6,211,200	65.7	2.7	16.7	14.7	0.2	100.0
\$500,000- \$999,999 .....	14	9,888,786	63.4	5.8	15.2	15.3	0.3	100.0
\$1,000,000-\$2,499,999 .....	10	14,314,906	57.7	3.8	18.0	20.2	0.3	100.0
\$2,500,000-\$4,999,999 .....	11	37,422,509	58.2	5.9	16.5	19.3	0.1	100.0
\$5,000,000 and over .....	4	38,679,161	59.0	5.3	20.5	15.1	0.1	100.0
<b>All sizes, total .....</b>	<b>83</b>	<b>107,461,752</b>	<b>59.3</b>	<b>5.2</b>	<b>18.0</b>	<b>17.3</b>	<b>0.2</b>	<b>100.0</b>

1. Excluding billings for market surveys and other services not commissionable.





## D.B.S. MEMORANDUM

Dominion Bureau of Statistics, Ottawa, Canada

6505-512  
10-7-53

Price 10 cents

Vol. 3 - Part III - W.1

## ADVERTISING AGENCIES

1952

LIBRARY

APR 3 1974

During 1952 the 88 advertising agencies included in this survey handled advertising and provided other services to the extent of \$121,666,983 through 152 offices located across Canada. This amount was 12% higher than the 1951 volume of \$108,413,585. Billings for market surveys and other services not commissionable amounted to \$1,038,156 in 1952 compared with \$951,833 in 1951.

Gross revenue on commissionable billings totalled \$18,246,232 in 1952, representing slightly over 15% of all commissionable billings. Net revenue, before deductions for income tax, was \$2,535,195 in 1952 compared with \$2,328,015 in 1951. The 1952 net revenue was 13.3% of gross revenue, slightly lower than the 1951 proportion of 13.7%.

Distribution of advertising agencies according to the amount of annual billings is shown in Table 2. There was a marked shift of firms from the less than \$100,000 to the \$100,000 to \$499,999 classification in 1952 but the number of firms included in other size groups remained much the same as in 1951. Of

the 88 agencies in Canada, only 5 had billings of \$5,000,000 and over in 1952 but these accounted for almost 39% of the total business of all agencies.

Table 3 gives the percentage distribution of commissionable billings by type of media and for various sizes of business. Billings for advertising in publications constituted almost 60% of all commissionable billings in 1952. Radio and Television advertising accounted for almost 18% and other visual for 4% of commissionable billings. Mechanical charges amounted to 17%. There was little variation between 1951 and 1952 in the proportions of total commissionable billings allocated to the various media.

Advertising agencies employed 2,698 persons in 1952 and paid out \$11,482,910 in salaries and wages. This amount represented 60% of total gross revenue, a slightly higher proportion than in 1951. The following table gives employment figures and shows total payroll and the percent of gross revenue which it represents.

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Percent of gross revenue
			Male	Female	Total		
		\$	No.	No.	No.	\$	%
1941.....	49	4,823,900	1	1	1,237	2,793,200	57.9
1945.....	56	7,175,924	753	808	1,561	4,101,283	57.2
1946.....	57	8,458,430	926	890	1,816	5,003,265	59.2
1947.....	67	10,091,772	1,099	957	2,056	6,208,157	61.5
1948.....	75	11,553,459	1,225	1,013	2,238	7,108,740	61.5
1949.....	74	13,526,336	1,279	1,039	2,318	8,010,107	59.2
1950.....	75	15,012,672	1	1	2,472	8,989,657	59.9
1951.....	83	17,015,496	1	1	2,552	10,128,050	59.5
1952.....	88	19,060,261	1,431	1,267	2,698	11,482,910	60.2

1. Not available.

Prepared in Merchandising and Services Section  
Industry and Merchandising Division

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1945-1952

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income tax)
		Commissionable billings	Market surveys and other research	Other fees	Total	Commissionable billings		Market surveys and other research and other fees	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
		\$	\$	\$	\$	\$	%	\$	\$	%	\$
1941 .....	49	1	1	1	29,224,400	1	1	1	4,823,900	16.5	1
1945 .....	56	1	1	1	43,696,376	1	1	1	7,175,924	16.4	1
1946 .....	57	52,079,347	90,114		52,169,461	1	1	1	8,458,430	16.2	1
1947 .....	67	64,422,777	171,897		64,594,674	1	1	1	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766	218,447		73,762,213	1	1	1	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968	291,502		86,742,470	1	1	1	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600	141,354	512,590	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752	133,936	817,897	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827	150,616	887,540	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195

1. Not available.

TABLE 2. Advertising Agencies Classified According to Amount of Billings, 1941 and 1945-52

Year	Amount of billings													
	Less than \$100,000		\$100,000 to \$499,999		\$500,000 to \$999,999		\$1,000,000 to \$2,499,999		\$2,500,000 <sup>2</sup> to \$4,999,999		\$5,000,000 and over		All sizes, Total	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
		\$		\$		\$		\$		\$		\$		\$
1941 .....	14	585,000	19	5,371,400	7	4,906,500	9 <sup>1</sup>	18,361,500 <sup>1</sup>	3	3			49	29,224,400
1945 .....	11	523,588	18	4,008,832	10	5,872,446	12	14,555,389	5	18,756,121			56	43,696,376
1946 .....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852			57	52,169,461
1947 .....	19	974,946	20	5,814,459	9	6,244,509	13	21,050,456	6	30,510,304	2	2	67	64,594,674
1948 .....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506			75	73,762,213
1949 .....	18	996,526	21	6,060,979	13	9,100,373	13	22,919,165	9	47,665,427			74	86,742,470
1950 .....	14	708,660	23	5,787,920	15	10,446,604	10	15,175,795	9	27,872,440	4	36,229,125	75	96,220,544
1951 .....	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187	4	38,883,932	83	108,413,585
1952 .....	15	687,550	33	7,959,510	15	11,807,010	10	15,623,831	10	38,527,932	5	47,061,150	88	121,666,983

1. Includes firms with billings of \$2,500,000 and over.

2. Prior to 1950 this column included billings of \$2,500,000 and over.

3. Included with \$1,000,000 to \$2,499,999.

Note. Firms classified each year according to billings in that year.



**TABLE 3. Percentage Distribution of Commissionable Billings by Media, 1951 and 1952**

(Agencies Classified by Amount of Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings					
			Publications	Other visual	Production, artwork, printing, etc.	Radio and T.V.	Other	Total
		\$	%	%	%	%	%	%
<b>1951</b>								
Less than \$100,000 .....	21	945,190	56.0	2.7	18.0	17.4	5.9	100.0
\$100,000 - \$499,999 .....	23	6,211,200	65.7	2.7	16.7	14.7	0.2	100.0
\$500,000 - \$999,999 .....	14	9,888,786	63.4	5.8	15.2	15.3	0.3	100.0
\$1,000,000 - \$2,499,999 .....	10	14,314,906	57.7	3.8	18.0	20.2	0.3	100.0
\$2,500,000 - \$4,999,999 .....	11	37,422,509	58.2	5.9	16.5	19.3	0.1	100.0
\$5,000,000 and over .....	4	38,679,161	59.0	5.3	20.5	15.1	0.1	100.0
<b>All sizes, total .....</b>	<b>83</b>	<b>107,461,752</b>	<b>59.3</b>	<b>5.2</b>	<b>18.0</b>	<b>17.3</b>	<b>0.2</b>	<b>100.0</b>
<b>1952</b>								
Less than \$100,000 .....	15	562,973	57.4	2.3	20.5	15.4	4.4	100.0
\$100,000 - \$499,999 .....	33	7,768,510	61.	2.9	17.9	16.9	0.6	100.0
\$500,000 - \$999,999 .....	15	11,674,401	64.7	5.2	15.6	14.3	0.2	100.0
\$1,000,000 - \$2,499,999 .....	10	15,467,681	62.6	2.2	16.4	18.4	0.4	100.0
\$2,500,000 - \$4,999,999 .....	10	38,330,589	61.7	4.6	15.6	19.1	2.0	100.0
\$5,000,000 and over .....	5	46,824,673	58.7	5.3	18.8	17.0	0.2	100.0
<b>All sizes, total .....</b>	<b>88</b>	<b>120,628,827</b>	<b>59.9</b>	<b>4.5</b>	<b>17.1</b>	<b>17.6</b>	<b>0.9</b>	<b>100.0</b>

1. Excluding billings for market surveys and other services not commissionable.





# DOMINION BUREAU OF STATISTICS

## OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

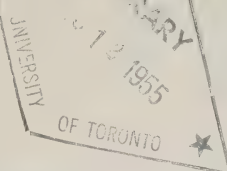


Memorandum

6505-512  
8-7-54

Price 10 cents

Vol. 3—Part III—W-1



### ADVERTISING AGENCIES 1953

During 1953 there were 88 advertising agencies operating in Canada and through their 153 offices they handled advertising and provided other services to the extent of \$144,339,308. This amount was 19% higher than the 1952 volume of \$121,666,983. Billings for market surveys and other services not commissionable amounted to \$1,381,332 in 1953 compared with \$1,038,156 in 1952.

Gross revenue on commissionable billings totalled \$21,558,551 in 1953, slightly over 15% of all commissionable billings. In 1953 advertising agencies reported net revenue, before deductions for income tax, as \$2,959,389 compared with \$2,535,195 in 1952. The 1953 net revenue was 13.1% of gross revenue, slightly below the 1952 proportion of 13.3%.

Table 2 shows distribution of advertising agencies according to the amount of annual billings. With the exception of an increase in the number of firms in the \$1,000,000 to \$2,499,999 classification in 1953 the number of firms included in other size groups remained much the same as in 1952. Seven of the 88 agencies in Canada had billings of

\$5,000,000 and over in 1953 but these accounted for almost 48% of the total business of all agencies.

Percentage distribution of commissionable billings by type of media and for various sizes of business is shown in Table 3. Billings for advertising in all types of publications constituted almost 60% of all commissionable billings. Radio and television advertising accounted for almost 19%, and other visual for 4%. Mechanical charges amounted to 17%. Although there was little variation between 1952 and 1953 in the proportions of total commissionable billings allocated to the various media, the greatest increase was in radio and television advertising.

During 1953 there were 2,880 persons employed by advertising agencies across Canada and they received \$13,630,975 in salaries and wages. This amount represented 60.3% of total gross revenue, only slightly higher than the 1952 proportion of 60.2%. The following table gives employment figures and shows total payroll and the percent of gross revenue which it represents.

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Percent of gross revenue
			Male	Female	Total		
		\$	No.	No.	No.	\$	%
1941 .....	49	4,323,900	1	1	1,237	2,793,200	57.9
1946 .....	57	8,458,430	926	890	1,816	5,003,265	59.2
1947 .....	67	10,091,772	1,099	957	2,056	6,208,157	61.5
1948 .....	75	11,553,459	1,225	1,013	2,238	7,108,740	61.5
1949 .....	74	13,526,336	1,279	1,039	2,318	8,010,107	59.2
1950 .....	75	15,012,672	1	1	2,472	8,989,657	59.9
1951 .....	83	17,015,496	1	1	2,552	10,128,050	59.5
1952 .....	88	19,060,261	1,431	1,267	2,698	11,482,910	60.2
1953 .....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3

1. Not available.

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1946-53

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income tax)
		Commissionable billings	Market surveys and other research	Other fees	Total	Commissionable billings		Market surveys and other research and other fees	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
		\$	\$	\$	\$	\$	%	\$	\$	%	\$
1941 .....	49	1	1	1	29,224,400	1	1	1	4,823,900	16.5	1
1946 .....	57	52,079,347	90,114		52,169,461	1	1	1	8,458,430	16.2	1
1947 .....	67	64,422,777	171,897		64,594,674	1	1	1	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766	218,447		73,762,213	1	1	1	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968	291,502		86,742,470	1	1	1	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600	141,354	512,590	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752	133,936	817,897	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827	150,616	887,540	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916	345,178	1,036,154	144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389

1. Not available.

TABLE 2. Advertising Agencies Classified According to Amount of Billings, 1941 and 1946-53

Year	Amount of billings														
	Less than \$100,000		\$100,000 to \$499,999		\$500,000 to \$999,999		\$1,000,000 to \$2,499,999		\$2,500,000 <sup>2</sup> to \$4,999,999		\$5,000,000 and over		All sizes, Total		
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	
		\$		\$		\$		\$		\$		\$		\$	
1941 .....	14	585,000	19	5,371,400	7	4,906,500	9 <sup>1</sup>	18,361,500 <sup>1</sup>	3	3	} 2	2	}	49	29,224,400
1946 .....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852				57	52,169,461
1947 .....	19	974,946	20	5,814,459	9	6,244,509	13	21,050,456	6	30,510,304				67	64,594,674
1948 .....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506				75	73,762,213
1949 .....	18	996,526	21	6,060,979	13	9,100,373	13	22,919,165	9	47,665,427				74	86,742,470
1950 .....	14	708,660	23	5,787,920	15	10,446,604	10	15,175,795	9	27,872,440	4	36,229,125	75	96,220,544	
1951 .....	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187	4	38,883,932	83	108,413,585	
1952 .....	15	687,550	33	7,959,510	15	11,807,010	10	15,623,831	10	38,527,932	5	47,061,150	88	121,666,983	
1953 .....	13	689,272	32	9,578,657	11	7,085,790	16	22,603,832	9	35,544,950	7	68,836,807	88	144,339,308	

1. Includes firms with billings of \$2,500,000 and over.

2. Prior to 1950 this column included billings of \$2,500,000 and over.

3. Included with \$1,000,000 to \$2,499,999.

Note. Firms classified each year according to billings in that year.



**TABLE 3. Percentage Distribution of Commissionable Billings by Media, 1952 and 1953**  
(Agencies Classified by Amount of Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings					
			Publications	Other visual	Production, artwork, printing, etc.	Radio and T.V.	Other	Total
		\$	%	%	%	%	%	%
<b>1952</b>								
Less than \$100,000 .....	15	562,973	57.4	2.3	20.5	15.4	4.4	100.0
\$100,000 - \$499,999 .....	33	7,768,510	61.7	2.9	17.9	16.9	0.6	100.0
\$500,000 - \$999,999 .....	15	11,674,401	64.7	5.2	15.6	14.3	0.2	100.0
\$1,000,000 - \$2,499,999 .....	10	15,467,681	62.6	2.2	16.4	18.4	0.4	100.0
\$2,500,000 - \$4,999,999 .....	10	38,330,589	61.7	4.6	15.6	19.1	2.0	100.0
\$5,000,000 and over .....	5	46,824,673	58.7	5.3	18.8	17.0	0.2	100.0
<b>All sizes, total .....</b>	<b>88</b>	<b>120,628,827</b>	<b>59.9</b>	<b>4.5</b>	<b>17.1</b>	<b>17.6</b>	<b>0.9</b>	<b>100.0</b>
<b>1953</b>								
Less than \$100,000 .....	13	560,704	56.7	4.8	14.4	24.0	0.1	100.0
\$100,000 - \$499,999 .....	32	9,322,265	65.2	2.6	15.9	15.7	0.6	100.0
\$500,000 - \$999,999 .....	11	7,026,426	57.2	5.2	19.2	17.8	0.6	100.0
\$1,000,000 - \$2,499,999 .....	16	22,430,311	61.7	3.8	17.8	16.3	0.4	100.0
\$2,500,000 - \$4,999,999 .....	9	35,350,200	57.8	3.5	15.7	21.2	1.8	100.0
\$5,000,000 and over .....	7	68,268,010	58.4	4.8	18.2	18.6	0.0	100.0
<b>All sizes, total .....</b>	<b>88</b>	<b>142,957,916</b>	<b>59.1</b>	<b>4.2</b>	<b>17.4</b>	<b>18.7</b>	<b>0.6</b>	<b>100.0</b>

1. Excluding billings for market surveys and other services not commissionable.





# DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce



Memorandum

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Vol. 3—Part III—W-1

## ADVERTISING AGENCIES

1954

In 1954 there were 91 advertising agencies operating 165 offices in Canada. This is an increase of 3 agencies and 12 offices over the previous year. These firms arranged for advertising and provided other services in an amount of \$156,163,289 which was 8.2% higher than the 1953 figure of \$144,339,308. Revenue from market surveys and other services not commissionable amounted to \$1,696,261 in 1954 compared with \$1,381,332 in 1953.

Gross revenue on commissionable billings was \$23,229,612 in 1954, or 15.0% of all commissionable billings. Net revenue or profit before deductions for income tax was \$2,337,648 in 1954 compared with \$2,959,389 in 1953. Net revenue in 1954 was 9.5% of gross revenue. In 1953 the comparable ratio was 13.1%.

Table 2 reveals there has been little change in the distribution of advertising agencies according to the amount of annual billings. Eight firms had

total billings of \$5,000,000 and over in 1954 and these accounted for about 52% of the total business of all firms.

Table 3 shows the percentage distribution of commissionable billings by type of media and for various sizes of business. Billings for advertising in all types of publications dropped from 59.1% of all commissionable billings in 1953 to 56.4% in the subsequent year. Commissionable billings for advertising through the media of radio and television accounted for 20.9% of total commissionable billings in 1954 compared with 18.7% in the previous year. It has been possible to separate these two categories for the first time in this memorandum.

During 1954 there were 3,173 persons employed by advertising agencies across Canada. This is an increase of about 10% over 1953. Salaries and wages amounted to \$15,220,278 which represented 61.9% of total gross revenue. The following table gives the numbers of male and female employees and comparable figures for several previous years.

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Percent of gross revenue
			Male	Female	Total		
		\$	No.	No.	No.	\$	%
1941 .....	49	4,823,900	1	1	1,237	2,793,200	57.9
1946 .....	57	8,458,430	926	890	1,816	5,003,265	59.2
1947 .....	67	10,091,772	1,099	957	2,056	6,208,157	61.5
1948 .....	75	11,553,459	1,225	1,013	2,238	7,108,740	61.5
1950 .....	75	15,012,672	1	1	2,472	8,989,657	59.9
1951 .....	83	17,015,496	1	1	2,552	10,128,050	59.5
1952 .....	88	19,060,261	1,431	1,267	2,698	11,482,910	60.2
1953 .....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9

1. Not available.

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941, 1946-48 and 1950-54

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income tax)
		Commissionable billings	Market surveys and other research	Other fees	Total	Commissionable billings		Market surveys and other research and other fees	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
		\$	\$	\$	\$	\$	%	\$	\$	%	\$
1941 .....	49	1	1	1	29,224,400	1	1	1	4,823,900	16.5	1
1946 .....	57	52,079,347	90,114		52,169,461	1	1	1	8,458,430	16.2	1
1947 .....	67	64,422,777	171,897		64,594,674	1	1	1	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766	218,447		73,762,213	1	1	1	11,553,459	15.7	1,370,408
1950 .....	75	95,566,600	141,354	512,590	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752	133,936	817,897	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827	150,616	887,540	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916	345,178	1,036,154	144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954 .....	91	154,467,028	328,231	1,368,030	156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648

1. Not available.

TABLE 2. Advertising Agencies Classified According to Amount of Billings, 1941, 1946-48 and 1950-54

Year	Amount of billings														
	Less than \$100,000		\$100,000 to \$499,999		\$500,000 to \$999,999		\$1,000,000 to \$2,499,999		\$2,500,000 <sup>2</sup> to \$4,999,999		\$5,000,000 and over		All sizes, Total		
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	
	\$		\$		\$		\$		\$		\$		\$		
1941 .....	14	585,000	19	5,371,400	7	4,906,500	9 <sup>1</sup>	18,361,500 <sup>1</sup>	3	3	} 2	2	}	49	29,224,400
1946 .....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852				57	52,169,461
1947 .....	19	974,946	20	5,814,459	9	6,244,509	13	21,050,456	6	30,510,304				67	64,594,674
1948 .....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506				75	73,762,213
1950 .....	14	708,660	23	5,787,920	15	10,446,604	10	15,175,795	9	27,872,440	4	36,229,125	75	96,220,544	
1951 .....	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187	4	38,883,932	83	108,413,585	
1952 .....	15	687,550	33	7,959,510	15	11,807,010	10	15,623,831	10	38,527,932	5	47,061,150	88	121,666,983	
1953 .....	13	689,272	32	9,578,657	11	7,085,790	16	22,603,832	9	35,544,950	7	68,836,807	88	144,339,308	
1954 .....	16	869,090	29	7,898,264	12	7,795,684	19	28,406,184	7	29,596,073	8	81,597,994	91	156,163,289	

1. Includes firms with billings of \$2,500,000 and over.

2. Prior to 1950 this column included billings of \$2,500,000 and over.

3. Included with \$1,000,000 to \$2,499,999.

Note. Firms classified each year according to billings in that year.



**TABLE 3. Percentage Distribution of Commissionable Billings by Media, 1953 and 1954**  
(Agencies Classified by Amount of Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings						
			Publications	Other visual	Production, artwork, printing, etc.	Radio	Television	Other	Total
		\$	%	%	%	%	%	%	%
1953									
Less than \$100,000.....	13	560,704	56.7	4.8	14.4	24.0		0.1	100.0
\$100,000- \$499,999.....	32	9,322,265	65.2	2.6	15.9	15.7		0.6	100.0
\$500,000- \$999,999.....	11	7,026,426	57.2	5.2	19.2	17.8		0.6	100.0
\$1,000,000-\$2,499,999.....	16	22,430,311	61.7	3.8	17.8	16.3		0.4	100.0
\$2,500,000-\$4,999,999.....	9	35,350,200	57.8	3.5	15.7	21.2		1.8	100.0
\$5,000,000 and over.....	7	68,268,010	58.4	4.8	18.2	18.6		—	100.0
All sizes, total .....	88	142,957,916	59.1	4.2	17.4	18.7		0.6	100.0
1954									
Less than \$100,000.....	16	707,606	52.4	4.2	24.8	18.1	0.5	2	100.0
\$100,000- \$499,999.....	29	7,707,869	57.3	3.4	14.5	19.0	5.0	0.8	100.0
\$500,000- \$999,999.....	12	7,717,718	59.3	5.2	17.9	12.8	2.7	2.1	100.0
\$1,000,000-\$2,499,999.....	19	28,009,026	61.3	4.8	18.3	13.3	1.7	0.6	100.0
\$2,500,000-\$4,999,999.....	7	29,356,260	56.3	3.6	12.9	17.3	6.4	3.5	100.0
\$5,000,000 and over.....	8	80,968,549	54.4	4.8	18.6	15.2	7.0	—	100.0
All sizes, total .....	91	154,467,028	56.4	4.5	17.3	15.4	5.5	0.9	100.0

1. Excluding billings for market surveys and other services not commissionable.

2. Less than 0.05%.





## DOMINION BUREAU OF STATISTICS

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ADVERTISING AGENCIES

1955

This report covers 104 advertising agencies operating 181 offices in Canada during 1955. The advertising placed and other services rendered amounted to \$177,340,355 an increase of 13.5% above the previous year's figure of \$156,163,289. Included in this were billings for market surveys and other services which amounted to \$2,315,583 compared with \$1,696,261 in 1954.

Gross revenue on commissionable billings totalled \$26,468,551 in 1955, or 15.1% of total commissionable billings. Net revenue or profit before deduction of income taxes was \$2,771,951 in 1955 (\$2,337,648 in 1954) or 10.0% of the total gross revenue which amounted to \$27,689,654.

Table 3 shows, for the first time, a breakdown of agencies by size of total billings between incorporated and unincorporated businesses. This will permit a more meaningful analysis and comparison in that a net revenue figure for incorporated businesses is available separately and does not include the withdrawals of proprietors of unincorporated businesses. A better analysis of total gainfully employed is also possible; working proprietors were not previously shown in this report.

The increase of 13 agencies in this report has added to the smaller size categories of Table 4. The most significant change in size distribution, however, was the shifting upwards to the over \$5 million class which now accounts for 61% of the total. In 1954 this size class transacted 52% of all agency business.

The distribution of commissionable billings by media shows a greater share for television, as would be expected. From 5.5% of all such billings in 1954 this medium now accounts for 13.5%. The largest decrease to offset this gain occurred in radio.

Prepared in the Industry and Merchandising Division

Merchandising and Services Section

LIBRARY

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1946-1955

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income tax)
		Commissionable billings	Market surveys and other research	Other fees	Total	Commissionable billings		Market surveys and other research and other fees	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
		\$	\$	\$	\$	\$	%	\$	\$	%	\$
1941 .....	49	1	1	1	29,224,400	1	1	1	4,823,900	16.5	1
1946 .....	57	52,079,347	90,114		52,169,461	1	1	1	8,458,430	16.2	1
1947 .....	67	64,422,777	171,897		64,594,674	1	1	1	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766	218,447		73,762,213	1	1	1	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968	291,502		86,742,470	1	1	1	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600	141,354	512,590	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752	133,936	817,897	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827	150,616	887,540	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916	345,178	1,036,154	144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954 .....	91	154,467,028	328,231	1,366,030	156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648
1955 .....	104	174,924,772	390,585	1,924,998	177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951

1. Not available.

TABLE 2. Employment and Gross Revenue for Selected Years

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Percent of gross revenue
			Male	Female	Total		
		\$	No.	No.	No.	\$	%
1941 .....	49	4,823,900	1	1	1,237	2,793,200	57.9
1946 .....	57	8,458,430	926	890	1,816	5,003,265	59.2
1948 .....	75	11,553,459	1,225	1,013	2,238	7,108,740	61.5
1951 .....	83	17,015,496	1	1	2,552	10,128,050	59.5
1953 .....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955 .....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5

1. Not available.

**TABLE 3. Employment and Net Revenue of Advertising Agencies, 1955**  
**Classified According to Amount of Total Annual Billings and Form of Organization**

	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 to \$2,499,999	\$2,500,000 to \$4,999,999	\$5,000,000 and over	Total, all sizes
<b>Incorporated firms</b>							
Number of firms .....	7	29	13	19	5	11	84
Number of employees:							
Male .....	9	155	90	334	163	1,036	1,787
Female .....	6	103	69	263	175	952	1,568
Salaries and wages .....	43,477	896,857	754,993	3,136,175	1,762,365	10,547,173	17,141,040
Net revenue (before income taxes) .....	5,787 <sup>1</sup>	96,085	135,216	174,709	324,983	1,916,582	2,641,788
<b>Unincorporated firms</b>							
Number of firms .....	13	6	1	—	—	—	20
Number of employees:							
Male .....	10	15	6	—	—	—	31
Female .....	12	13	5	—	—	—	30
Salaries and wages .....	2	72,964	2	—	—	—	164,994
Number of working proprietors .....	15	6	2	—	—	—	23
Net revenue (before proprietors' salaries and income taxes) .....	2	84,627	2	—	—	—	130,163

1. Loss.

2. Withheld to avoid disclosing individual operations.

**TABLE 4. Advertising Agencies Classified According to Amount of Billings, for Selected years**

Year	Amount of billings														
	Less than \$100,000		\$100,000 to \$499,999		\$500,000 to \$999,999		\$1,000,000 to \$2,499,999		\$2,500,000 <sup>2</sup> to \$4,999,999		\$5,000,000 and over		All sizes, Total		
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	
		\$		\$		\$		\$		\$		\$		\$	
1941 .....	14	585,000	19	5,371,400	7	4,906,500	9 <sup>1</sup>	18,361,500 <sup>1</sup>	3	3	} 2	2	{	49	29,224,400
1946 .....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852				57	52,169,461
1948 .....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506				75	73,762,213
1951 .....	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187	4	38,883,932	83	108,413,585	
1953 .....	13	689,272	32	9,578,657	11	7,085,790	16	22,603,832	9	35,544,950	7	68,836,807	88	144,339,308	
1954 .....	16	869,090	29	7,898,264	12	7,795,684	19	28,406,184	7	29,596,073	8	81,597,994	91	156,163,289	
1955 .....	20	828,099	35	9,058,547	14	9,925,587	19	30,094,634	5	19,831,472	11	107,502,016	104	177,240,355	

1. Includes firms with billings of \$2,500,000 and over.

2. Prior to 1950 this column included billings of \$2,500,000 and over.

3. Included with \$1,000,000 to \$2,499,999.

Note. Firms classified each year according to total annual billings in that year.



**TABLE 5. Percentage Distribution of Commissionable Billings by Media, 1954 and 1955**

(Agencies Classified by Amount of Total Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings						
			Publications	Other visual	Production, artwork, printing, etc.	Radio	Television	Other	Total
		\$	%	%	%	%	%	%	%
1954									
Less than \$100,000.....	16	707,606	52.4	4.2	24.8	18.1	0.5	2	100.0
\$100,000 - \$499,999.....	29	7,707,869	57.3	3.4	14.5	19.0	5.0	0.8	100.0
\$500,000 - \$999,999.....	12	7,717,718	59.3	5.2	17.9	12.8	2.7	2.1	100.0
\$1,000,000 - \$2,499,999.....	19	28,009,026	61.3	4.8	18.3	13.3	1.7	0.6	100.0
\$2,500,000 - \$4,999,999.....	7	29,356,260	56.3	3.6	12.9	17.3	6.4	3.5	100.0
\$5,000,000 and over .....	8	80,968,549	54.4	4.8	18.6	15.2	7.0	—	100.0
All sizes, total .....	91	134,467,028	56.4	4.5	17.3	15.4	5.5	0.9	100.0
1955									
Less than \$100,000.....	20	726,845	52.7	7.5	25.1	8.8	3.3	2.6	100.0
\$100,000 - \$499,999.....	35	8,733,039	51.9	5.1	17.4	15.3	10.2	0.1	100.0
\$500,000 - \$999,999.....	14	9,700,124	52.4	2.4	15.3	13.8	15.7	0.4	100.0
\$1,000,000 - \$2,499,999.....	19	29,807,452	57.9	5.1	16.7	11.6	7.9	0.8	100.0
\$2,500,000 - \$4,999,999.....	5	19,241,105	55.5	3.9	15.7	12.6	12.3	—	100.0
\$5,000,000 and over.....	11	106,716,207	51.7	6.2	14.4	11.5	15.4	0.8	100.0
All sizes, total .....	104	174,924,772	53.3	5.5	15.1	11.9	13.5	0.7	100.0

1. Excluding billings for market surveys and other services not commissionable.

2. Less than 0.05 per cent.

# DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Published by Authority of the Hon. Gordon Churchill, Minister of Trade and Commerce



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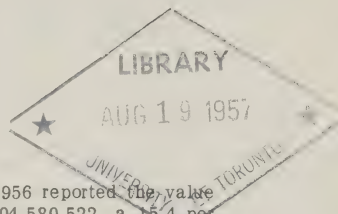
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Vol. 3—Part III—W-1

## ADVERTISING AGENCIES

1956



The 110 advertising agencies in operation during 1956 reported the value of advertising placed and other services rendered at \$204,580,522, a 15.4 per cent gain over 1955's total of \$177,240,355. These agencies operated through 191 offices as against 181 in 1955 when 104 agencies were in operation.

Commissionable billings amounted to \$201,797,434 and provided a gross revenue of \$30,452,807 or 15.1 per cent of commissionable billings. The gross revenue was further increased by \$1,750,947 derived from non-commissionable billings of \$2,783,088 for market surveys and other research and other fees forming a grand total of \$32,203,754. This latter figure was 15.7 per cent of total billings of \$204,580,522 in comparison with 15.6 per cent or \$27,689,654 on total billings of \$177,240,355 in 1955.

Advertising agencies in 1956 paid \$19,757,887 or 61.4 per cent of gross revenue to 3,790 employees in comparison with \$17,306,034 or 62.5 per cent paid 3,416 employees in 1955. The division of employees between male and female was 2,011 and 1,779 respectively.

After providing for salaries and other operating expenses, advertising agencies netted \$3,291,336 before deductions for income taxes or 10.2 per cent of total gross revenue of \$32,203,754. In 1955 the net profit amounted to \$2,771,951 and represented 10.0 per cent of gross revenue of \$27,689,654.

More details on revenue and employment will be found in tables 1, 2 and 3 of this report.

Table 4 shows billings of advertising agencies by size class for selected years. The most significant change in 1956 was the shifting upwards to the \$2,500,000-\$4,999,999 size class which accounted for 17 per cent of total billings compared with 11 per cent in 1955. This change was at the expense of the next lower size class which obtained 11 per cent of billings as against 17 per cent in the previous year.

The distribution of commissionable billings by media (Table 5) showed another increase in the amount of advertising placed in television. This medium accounted for 16.6 per cent of total commissionable billings in 1956, 13.5 per cent in 1955 and 5.5 per cent in 1954. The gain in 1956 was offset mainly by a reduction in the amount of advertising placed in radio.

Prepared in the Industry and Merchandising Division

Merchandising and Services Section

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1946-1956

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deduction for income taxes)
		Commissionable billings	Market surveys and other research	Other fees	Total	Commissionable billings		Market surveys and other research and other fees	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
		\$	\$	\$	\$	\$	%	\$	\$	%	\$
1941 .....	49	1	1	1	29,224,400	1	1	1	4,823,900	16.5	1
1946 .....	57	52,079,347		90,114	52,169,461	1	1	1	8,458,430	16.2	1
1947 .....	67	64,422,777		171,897	64,594,674	1	1	1	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766		218,447	73,762,213	1	1	1	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968		291,502	86,742,470	1	1	1	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600	141,354	512,590	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752	133,936	817,897	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827	150,616	987,540	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916	345,178	1,036,154	144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954 .....	91	154,467,028	328,231	1,368,030	156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648
1955 .....	104	174,924,772	390,585	1,924,998	177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951
1956 .....	110	201,797,434	694,123	2,088,965	204,580,522	30,452,807	15.1	1,750,947	32,203,754	15.7	3,291,336

TABLE 2. Employment and Gross Revenue for Selected Years

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Per cent of gross revenue
			Male	Female	Total		
		\$	No.	No.	No.	\$	%
1941 .....	49	4,823,900	1	1	1,237	2,793,200	57.9
1946 .....	57	8,458,430	926	890	1,816	5,003,265	59.2
1948 .....	75	11,553,459	1,225	1,013	2,238	7,108,740	61.5
1951 .....	83	17,015,496	1	1	2,552	10,128,050	59.5
1953 .....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955 .....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956 .....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4



**TABLE 3. Employment and Net Revenue of Advertising Agencies, 1956**  
**Classified According to Amount of Total Annual Billings and Form of Organization**

	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 to \$2,499,999	\$2,500,000 to \$4,999,999	\$5,000,000 and over	Total all sizes
<b>Incorporated firms</b>							
Number of firms .....	8	33	15	16	9	11	92
Number of employees:							
Male .....	21	172	127	238	295	1,127	1,980
Female .....	16	119	109	193	260	1,051	1,748
Salaries and wages .....	70,278	1,104,405	1,007,314	2,282,484	3,301,898	11,757,142	19,523,521
Net revenue (before income taxes) .....	16,953 <sup>1</sup>	86,634	217,070	238,051	379,543	2,225,239	3,129,584
<b>Unincorporated firms</b>							
Number of firms .....	8	8	2	—	—	—	18
Number of employees:							
Male .....	6	15	10	—	—	—	31
Female .....	5	18	8	—	—	—	31
Salaries and wages .....	2	100,517	2	—	—	—	234,366
Number of working proprietors .....	9	8	3	—	—	—	20
Net revenue (before proprietors' salaries and income taxes) .....	2	70,144	2	—	—	—	161,752

1. Loss.

2. Witheld to avoid disclosing individual operations.

**TABLE 4. Advertising Agencies Classified According to Amount of Billings, for Selected years**

Year	Amount of billings													
	Less than \$100,000		\$100,000 to \$499,999		\$500,000 to \$999,999		\$1,000,000 to \$2,499,999		\$2,500,000 <sup>2</sup> to \$4,999,999		\$5,000,000 and over		All sizes Total	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
1941 .....	14	585,000	19	5,371,400	7	4,906,500	9	18,361,500	3	3	2	38,883,932	49	29,224,400
1946 .....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852			57	52,169,461
1948 .....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506			75	73,762,213
1951 .....	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187			83	108,413,585
1953 .....	13	689,272	32	9,578,657	11	7,085,790	16	22,603,832	9	35,544,950	7	68,836,807	88	144,339,308
1954 .....	16	869,090	29	7,898,264	12	7,795,684	19	28,406,184	7	29,596,073	8	81,597,994	91	156,163,289
1955 .....	20	828,099	35	9,058,547	14	9,925,587	19	30,094,634	5	19,831,472	11	107,502,016	104	177,240,355
1956 .....	16	642,721	41	10,979,346	17	12,616,891	16	22,197,521	9	34,883,497	11	123,260,546	110	204,580,522

1. Includes firms with billings of \$2,500,000 and over.

2. Prior to 1950 this column included billings of \$2,500,000 and over.

3. Included with \$1,000,000 to \$2,499,999.

Note. Firms classified each year according to total annual billings in that year.

TABLE 5. Percentage Distribution of Commissionable Billings by Media, 1955 and 1956

(Agencies Classified by Amount of Total Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings						
			Publishations	Television	Other visual	Radio	Production, artwork, printing, etc.	Other	Total
		\$	%	%	%	%	%	%	%
1955									
Less than \$100,000 .....	20	726,845	52.7	3.3	7.5	8.8	25.1	2.6	100.0
\$100,000- \$499,999 .....	35	8,733,039	51.9	10.2	5.1	15.3	17.4	0.1	100.0
\$500,000- \$999,999 .....	14	9,700,124	52.4	15.7	2.4	13.8	15.3	0.4	100.0
\$1,000,000-\$2,499,999 .....	19	29,807,452	57.9	7.9	5.1	11.6	16.7	0.8	100.0
\$2,500,000-\$4,999,999 .....	5	19,241,105	55.5	12.3	3.9	12.6	15.7	—	100.0
\$5,000,000 and over .....	11	106,716,207	51.7	15.4	6.2	11.5	14.4	0.8	100.0
All sizes, total .....	104	174,924,772	53.3	13.5	5.5	11.9	15.1	0.7	100.0
1956									
Less than \$100,000 .....	16	570,151	50.8	10.0	1.5	5.6	30.0	2.1	100.0
\$100,000- \$499,999 .....	41	10,465,713	49.7	10.6	4.6	16.1	17.3	1.7	100.0
\$500,000- \$999,999 .....	17	12,325,393	47.5	18.1	3.1	11.9	16.3	3.1	100.0
\$1,000,000-\$2,499,999 .....	16	21,976,903	59.3	8.6	3.8	7.7	20.3	0.3	100.0
\$2,500,000-\$4,999,999 .....	9	34,313,808	56.8	13.8	4.1	10.5	14.6	0.2	100.0
\$5,000,000 and over .....	11	122,145,466	51.1	19.2	4.7	10.0	14.3	0.7	100.0
All sizes, total .....	110	201,797,434	52.6	16.6	4.4	10.3	15.3	0.8	100.0

1. Excluding billings for market surveys and other services not commissionable.



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Vol. 3—Part III—W-1

## ADVERTISING AGENCIES 1957

In 1957 there were 113 advertising agencies operating in Canada through 193 offices and their billings to clients for the year amounted to \$226,083,949, an increase of 10.5 per cent over the \$204,580,522 reported by 110 agencies operating 191 offices in 1956. Of the total billings, \$222,025,288 represented billings for publication, television, radio and other media advertising on a commission or fee basis while the remainder, \$4,058,661, represented billings for market surveys and other research, and other fees.

Advertising agency returns or gross revenue on total billings amounted to \$35,757,762. This amount was 11.0 per cent greater than 1956's gross revenue of \$32,203,754 and represented 15.8 per cent of total billings as against 15.7 per cent in the previous year. Of the total gross revenue, \$33,377,463 was derived from advertising placed for clients on a commission or fee basis and \$2,380,299 from charges for market surveys and other research, and other fees.

With total billings 10.5 per cent higher than 1956, advertising agency net revenue before income taxes showed a decrease of 20.5 per cent to \$2,594,206 from \$3,264,250, and represented only 7.3 per cent (10.1 per cent in 1956) of total gross revenue. The latter percentage was the smallest registered since 1947, the first year for which this information was collected. Of the 113 firms re-

porting, 31 firms with total billings of \$25,858,184 showed a loss for the year which averaged \$17,541 as compared with an average loss of \$20,872 and total billings of \$12,920,763 reported by 20 firms in 1956. The average net profit of the other 82 firms, reporting total billings of \$200,225,765, was calculated at \$38,268 as compared with an average net profit of \$40,908 and total billings of \$191,659,759 reported by 90 firms in the previous year.

The distribution of commissionable billings by type of medium was not too different from 1956. Publications received 51.6 per cent of the total commissionable billings, television 18.3 per cent, other visual 4.4 per cent, radio 10.0 per cent, production, artwork, printing, etc. 15.1 per cent and other commissionable billings 0.6 per cent. The only change of any significance was an increase of 1.7 per cent in the ratio of billings for television which was offset mainly by a decrease of 1.0 per cent in the ratio of billings for publications.

Advertising agencies employed 2,167 male and 1,875 female who were paid \$22,591,043 in salaries, wages, commissions and bonuses. This amount was 14.3 per cent higher than the \$19,757,887 paid to 2,011 male and 1,779 female employees in 1956 and represented 63.2 per cent of total gross revenue as compared with 61.4 per cent in 1956.

Prepared in the Industry and Merchandising Division

Wholesale Trade and Services Section



TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1946-1957

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income taxes)
		Commissionable billings	Market surveys and other research	Other fees	Total	Commissionable billings		Market surveys and other research and other fees	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
		\$	\$	\$	\$	\$	%		\$	%	\$
1941.....	49	1	1	1	29,224,400	1	1	1	4,823,900	16.5	1
1946.....	57	52,079,347	90,114		52,169,461	1	1	1	8,458,430	16.2	1
1947.....	67	64,422,777	171,897		64,594,674	1	1	1	10,091,772	15.6	1,462,792
1948.....	75	73,543,766	218,447		73,762,213	1	1	1	11,553,459	15.7	1,370,408
1949.....	74	86,450,968	291,502		86,742,470	1	1	1	13,526,336	15.6	1,948,453
1950.....	75	95,566,600	141,354	512,590	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951.....	83	107,461,752	133,936	817,897	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952.....	88	120,628,827	150,616	887,540	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953.....	88	142,957,916	345,178	1,036,154	144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954.....	91	154,467,028	328,231	1,368,030	156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648
1955.....	104	174,924,772	390,585	1,924,998	177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951
1956.....	110	201,797,434	694,123	2,088,965	204,580,522	30,452,807	15.1	1,750,947	32,203,754	15.7	3,264,250 <sup>2</sup>
1957.....	113	222,025,288	775,563	3,283,098	226,083,949	33,377,463	15.0	2,380,299	35,757,762	15.8	2,594,206

<sup>1</sup> Not available.<sup>2</sup> Revised.

TABLE 2. Employment and Gross Revenue for Selected Years

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Per cent of gross revenue
			Male	Female	Total		
		\$	No.	No.	No.	\$,	%
1941 .....	49	4,823,900	1	1	1,237	2,793,200	57.9
1946 .....	57	8,458,430	926	890	1,816	5,003,265	59.2
1948 .....	75	11,553,459	1,225	1,013	2,238	7,108,740	61.5
1951 .....	83	17,015,496	1	1	2,552	10,128,050	59.5
1953 .....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955 .....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956 .....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4
1957 .....	113	35,757,762	2,167	1,875	4,042	22,591,043	63.2

<sup>1</sup> Not available.

**TABLE 3. Employment and Net Revenue of Advertising Agencies, 1957**  
Classified According to Amount of Total Annual Billings and Form of Organization

Form of organization	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 to \$2,499,999	\$2,500,000 to \$4,999,999	\$5,000,000 and over	Total all sizes
<b>Incorporated firms</b>							
Number of firms .....	7	34	16	21	4	15	97
Number of employees:							
Male .....	10	171	145	314	116	1,385	2,141
Female .....	5	111	103	249	106	1,279	1,853
Salaries and wages .....	\$ 54,087	1,302,767	1,212,530	3,171,250	1,362,501	15,327,473	22,430,608
Net revenue (before income taxes) .....	\$ 6,737	39,105	157,757	37,175	140,918	2,013,288	2,394,980
<b>Unincorporated firms</b>							
Number of firms .....	6	9	1	—	—	—	16
Number of employees:							
Male .....	5	16	5	—	—	—	26
Female .....	2	15	5	—	—	—	22
Salaries and wages .....	\$ 1	101,312	1	—	—	—	160,435
Number of working proprietors .....	7	9	2	—	—	—	18
Net revenue (before proprietors' salaries and income taxes) .....	\$ 1	108,873	1	—	—	—	199,226

<sup>1</sup> Withheld to avoid disclosing individual operations.

**TABLE 4. Advertising Agencies Classified According to Amount of Total Billings for Selected Years**

Year	Amount of billings													
	Less than \$100,000		\$100,000 to \$499,999		\$500,000 to \$999,999		\$1,000,000 <sup>1</sup> to \$2,499,999		\$2,500,000 <sup>2</sup> to \$4,999,999		\$5,000,000 and over		All sizes total	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
		\$		\$		\$		\$		\$		\$		\$
1941 .....	14	585,000	19	5,371,400	7	4,906,500	9	18,361,500	<sup>3</sup>	<sup>3</sup>	<sup>3</sup>	<sup>3</sup>	49	29,224,400
1946 .....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852	<sup>4</sup>	<sup>4</sup>	57	52,169,461
1948 .....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506	<sup>4</sup>	<sup>4</sup>	75	73,762,213
1951 .....	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187	<sup>4</sup>	38,883,932	83	108,413,585
1953 .....	13	689,272	32	9,578,657	11	7,085,790	16	22,603,832	9	35,544,950	7	68,836,807	88	144,339,308
1954 .....	16	869,090	29	7,898,264	12	7,795,684	19	28,406,184	7	29,596,073	8	81,597,994	91	156,163,289
1955 .....	20	828,099	35	9,058,547	14	9,925,587	19	30,094,634	5	19,831,472	11	107,502,016	104	177,240,355
1956 .....	16	642,721	41	10,979,346	17	12,616,891	16	22,197,521	9	34,883,497	11	123,260,546	110	204,580,522
1957 .....	13	539,063	43	11,248,208	17	12,506,244	21	32,891,550	<sup>4</sup>	14,140,558	15	154,758,326	113	226,083,949

<sup>1</sup> 1941 includes firms with billings of \$1,000,000 and over.

<sup>2</sup> 1946 and 1948 include firms with billings of \$2,500,000 and over.

<sup>3</sup> Included with \$1,000,000 to \$2,499,999.

<sup>4</sup> Included with \$2,500,000 to \$4,999,999.

**TABLE 5. Percentage Distribution of Commissionable Billings by Media, 1956 and 1957**  
(Agencies Classified by Amount of Total Annual Billings)

Year and amount of annual billings	Number of firms	Total commis- sionable billings <sup>1</sup>	Distribution of commissionable billings						
			Publi- cations	Television	Other visual	Radio	Production, artwork, printing, etc.	Other	Total
		\$	%	%	%	%	%	%	%
1956									
Less than \$100,000 .....	16	570,151	50.8	10.0	1.5	5.6	30.0	2.1	100.0
\$100,000 - \$499,999 .....	41	10,465,713	49.7	10.6	4.6	16.1	17.3	1.7	100.0
\$500,000 - \$999,999 .....	17	12,325,393	47.5	18.1	3.1	11.9	16.3	3.1	100.0
\$1,000,000 - \$2,499,999 .....	16	21,976,903	59.3	8.6	3.8	7.7	20.3	0.3	100.0
\$2,500,000 - \$4,999,999 .....	9	34,313,808	56.8	13.8	4.1	10.5	14.6	0.2	100.0
\$5,000,000 and over .....	11	122,145,466	51.1	19.2	4.7	10.0	14.3	0.7	100.0
<b>All sizes, total .....</b>	<b>110</b>	<b>201,797,434</b>	<b>52.6</b>	<b>16.6</b>	<b>4.4</b>	<b>10.3</b>	<b>15.3</b>	<b>0.8</b>	<b>100.0</b>
1957									
Less than \$100,000 .....	13	439,911	50.1	6.1	4.2	5.4	33.0	1.2	100.0
\$100,000 - \$499,999 .....	43	10,301,714	50.5	12.8	3.4	11.9	19.2	2.2	100.0
\$500,000 - \$999,999 .....	17	12,109,979	48.9	17.4	4.5	14.2	14.7	0.3	100.0
\$1,000,000 - \$2,499,999 .....	21	32,500,678	56.0	16.1	2.6	9.4	15.5	0.4	100.0
\$2,500,000 - \$4,999,999 .....	4	13,671,113	62.1	10.1	2.6	8.0	17.2	—	100.0
\$5,000,000 and over .....	15	153,001,893	50.0	20.0	5.0	9.8	14.5	0.7	100.0
<b>All sizes, total .....</b>	<b>113</b>	<b>222,025,288</b>	<b>51.6</b>	<b>18.3</b>	<b>4.4</b>	<b>10.0</b>	<b>15.1</b>	<b>0.6</b>	<b>100.0</b>

<sup>1</sup> Excluding billings for market surveys and other services not commissionable.





## ADVERTISING AGENCIES

1958

In 1958 a total of 123 advertising agencies operated in Canada through 209 offices. Their total billings to clients, amounting to \$237,654,038, was 5.1% higher than the amount of \$226,083,949 reported by 113 firms in 1957. Gross revenue on total billings amounted to \$38,073,427, an increase of 6.5% over the previous year's total of \$35,757,762. Of the total amount of billings made, \$233,789,205 went to publication, television, radio and other kinds of advertising on a commission or fee basis, leaving \$3,864,833 to represent billings for market surveys and other research and fees.

Gross revenue on total billings (\$38,073,427) represented 16.0% of total billings as against 15.8% in the previous year. By far the greatest proportion of gross revenue (\$35,227,406) was derived from advertising placed for clients on a commission or fee basis; market surveys, other research and fees contributing to the remainder. Net revenue before deductions for income tax rose by 4.5% to \$2,710,542, and represented 7.1% of total gross revenue compared with 7.3% in 1957.

Of the 123 firms reporting, 30 firms with total billings of \$40,567,779 showed losses for the year averaging \$12,668 per firm as compared with an

average loss of \$17,541 and total billings of \$25,858,184, reported by 31 firms in 1957. The remaining 93 firms showed an average net profit of \$33,232 and total billings of \$197,086,259, as compared with average net profit of \$38,268 and total billings of \$200,225,765 reported by 82 firms in the previous year.

The distribution of commissionable billings by type of medium was as follows (1957 percentages in brackets): publications 49.3% (51.6%), television 20.5% (18.3%), other visual 4.7% (4.4%), radio 10.5% (10.0%), production, artwork, printing, etc., 14.4% (15.1%), other 0.6% (0.6%). The trend toward a greater proportion of advertising via television continued in 1958.

Advertising agencies provided employment for 4,197 persons in 1958, more than half (2,276) of whom were male and paid \$23,826,156 in salaries, wages, commissions and bonuses. This amount was 5.5% higher than the \$22,591,043 paid to 4,042 employees in 1957 and represented a slightly smaller percentage (62.6 versus 63.2%) of gross revenue than the previous year.

More detailed information may be obtained from the accompanying tables that follow.

Prepared in the Industry and Merchandising Division

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1946-1958

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income taxes)
		Commissionable billings	Market surveys and other research	Other fees	Total	Commissionable billings		Market surveys and other research and other fees	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
		dollars				\$	%	\$	\$	%	\$
1941 .....	49	1	1	1	29, 224, 400	1	1	1	4, 823, 900	16. 5	1
1946 .....	57	52, 079, 347	90, 114		52, 169, 461	1	1	1	8, 458, 430	16. 2	1
1947 .....	67	64, 422, 777	171, 897		64, 594, 674	1	1	1	10, 091, 772	15. 6	1, 462, 792
1948 .....	75	73, 543, 766	218, 447		73, 762, 213	1	1	1	11, 553, 459	15. 7	1, 370, 408
1949 .....	74	86, 450, 968	291, 502		86, 742, 470	1	1	1	13, 526, 336	15. 6	1, 948, 453
1950 .....	75	95, 566, 600	141, 354	512, 590	96, 220, 544	14, 443, 707	15. 1	568, 965	15, 012, 672	15. 6	2, 075, 563
1951 .....	83	107, 461, 752	133, 936	817, 897	108, 413, 585	16, 255, 059	15. 1	760, 437	17, 015, 496	15. 7	2, 328, 015
1952 .....	88	120, 628, 827	150, 616	887, 540	121, 666, 983	18, 246, 232	15. 1	814, 029	19, 060, 261	15. 7	2, 535, 195
1953 .....	88	142, 957, 916	345, 178	1, 036, 154	144, 339, 308	21, 558, 551	15. 1	1, 033, 167	22, 591, 718	15. 7	2, 959, 389
1954 .....	91	154, 467, 028	328, 231	1, 368, 030	156, 163, 289	23, 229, 612	15. 0	1, 349, 557	24, 579, 169	15. 7	2, 337, 648
1955 .....	104	174, 924, 772	390, 585	1, 924, 998	177, 240, 355	26, 468, 551	15. 1	1, 221, 103	27, 689, 654	15. 6	2, 771, 951
1956 .....	110	201, 797, 434	694, 123	2, 088, 965	204, 580, 522	30, 452, 807	15. 1	1, 750, 947	32, 203, 754	15. 7	3, 264, 250
1957 .....	113	222, 025, 288	775, 563	3, 283, 098	226, 083, 949	33, 377, 463	15. 0	2, 380, 299	35, 757, 762	15. 8	2, 594, 206
1958 .....	123	233, 789, 205	685, 595	3, 179, 238	237, 654, 038	35, 277, 406	15. 1	2, 846, 021	38, 073, 427	16. 0	2, 710, 542

<sup>1</sup> Not available.

TABLE 2. Employment and Gross Revenue for Selected Years

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Per cent of gross revenue
			Male	Female	Total		
		\$	number			\$	%
1941 .....	49	4,823,900	1	1	1,237	2,793,200	57.9
1946 .....	57	8,458,430	926	890	1,816	5,003,265	59.2
1948 .....	75	11,553,459	1,225	1,013	2,238	7,108,740	61.5
1951 .....	83	17,015,496	1	1	2,552	10,128,050	59.5
1953 .....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955 .....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956 .....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4
1957 .....	113	35,757,762	2,167	1,875	4,042	22,591,043	63.2
1958 .....	123	38,073,427	2,276	1,921	4,197	23,826,156	62.6

<sup>1</sup> Not available.

**TABLE 3. Employment and Net Revenue of Advertising Agencies, 1958**  
**Classified According to Amount of Total Annual Billings and Form of Organization**

Form of organization	Less than \$100,000	\$100,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 to \$2,499,999	\$2,500,000 to \$4,999,999	\$5,000,000 and over	Total all sizes
<b>Incorporated firms</b>							
Number of firms.....	16	29	18	23	7	14	107
Number of employees:							
Male .....	32	115	145	347	200	1,407	2,246
Female .....	24	74	98	249	167	1,280	1,892
Salaries and wages..... \$	132,076	826,180	1,414,855	3,172,225	2,222,999	15,856,777	23,625,112
Net revenue (before income taxes)..... \$	10,044	98,388	252,006	337,093	276,919	1,553,364	2,527,814
<b>Unincorporated firms</b>							
Number of firms.....	9	6	1	—	—	—	16
Number of employees:							
Male .....	6	19	5	—	—	—	30
Female.....	5	18	6	—	—	—	29
Salaries and wages..... \$	<sup>1</sup>	134,909	<sup>1</sup>	—	—	—	201,044
Number of working proprietors .....	10	5	5	—	—	—	20
Net revenue (before proprietors' salaries and income taxes)..... \$	<sup>1</sup>	58,177	<sup>1</sup>	—	—	—	182,728

<sup>1</sup> Withheld to avoid disclosing individual operations.

**TABLE 4. Advertising Agencies Classified According to Amount of Total Billings for Selected Years**

Year	Amount of billings													
	Less than \$100,000		\$100,000 to \$499,999		\$500,000 to \$999,999		\$1,000,000 <sup>1</sup> to \$2,499,999		\$2,500,000 <sup>2</sup> to \$4,999,999		\$5,000,000 and over		All sizes total	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
	\$		\$		\$		\$		\$		\$		\$	
1941 .....	14	585,000	19	5,371,400	7	4,906,500	9	18,361,500	<sup>3</sup>	<sup>3</sup>	<sup>3</sup>	<sup>3</sup>	49	29,224,400
1946 .....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852	<sup>4</sup>	<sup>4</sup>	57	52,169,461
1948 .....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506	<sup>4</sup>	<sup>4</sup>	75	73,762,213
1951 .....	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187	<sup>4</sup>	38,883,932	83	108,413,585
1953 .....	13	689,272	32	9,578,657	11	7,085,790	16	22,603,832	9	35,544,950	<sup>7</sup>	68,836,807	88	144,339,308
1954 .....	16	869,090	29	7,898,264	12	7,795,684	19	28,406,184	7	29,596,073	<sup>8</sup>	81,597,994	91	156,163,289
1955 .....	20	828,099	35	9,058,547	14	9,925,587	19	30,094,634	5	19,831,472	11	107,502,016	104	177,240,355
1956 .....	16	642,721	41	10,979,346	17	12,616,891	16	22,197,521	9	34,883,497	11	123,260,546	110	204,580,522
1957 .....	13	539,063	43	11,248,208	17	12,506,244	21	32,891,550	<sup>4</sup>	14,140,558	15	154,758,326	113	226,083,949
1958 .....	25	1,467,197	35	8,948,884	19	13,498,707	23	31,232,807	<sup>7</sup>	23,355,411	14	159,151,032	123	237,654,038

<sup>1</sup> 1941 includes firms with billings of \$1,000,000 and over.

<sup>2</sup> 1946 and 1948 include firms with billings of \$2,500,000 and over.

<sup>3</sup> Included with \$1,000,000 to \$2,499,999.

<sup>4</sup> Included with \$2,500,000 to \$4,999,999.



**TABLE 5. Percentage Distribution of Commissionable Billings by Media, 1957 and 1958**

(Agencies Classified by Amount of Total Annual Billings)

Year and amount of annual billings	Number of firms	Total commis- sionable billings <sup>1</sup>	Distribution of commissionable billings						
			Publi- cations	Television	Other visual	Radio	Production, artwork, printing, etc.	Other	Total
		\$	per cent						
1957									
Less than \$100,000 .....	13	439,911	50.1	6.1	4.2	5.4	33.0	1.2	100.0
\$100,000- \$499,999 .....	43	10,301,714	50.5	12.8	3.4	11.9	19.2	2.2	100.0
\$500,000- \$999,999 .....	17	12,109,979	48.9	17.4	4.5	14.2	14.7	0.3	100.0
\$1,000,000-\$2,499,999 .....	21	32,500,678	56.0	16.1	2.6	9.4	15.5	0.4	100.0
\$2,500,000-\$4,999,999 .....	4	13,671,113	62.1	10.1	2.6	8.0	17.2	—	100.0
\$5,000,000 and over .....	15	153,001,893	50.0	20.0	5.0	9.8	14.5	0.7	100.0
All sizes, total .....	113	222,025,288	51.6	18.3	4.4	10.0	15.1	0.6	100.0
1958									
Less than \$100,000 .....	25	1,342,528	62.7	1.8	5.3	9.5	19.9	0.8	100.0
\$100,000- \$499,999 .....	35	8,407,626	50.9	14.6	3.4	12.2	17.8	1.1	100.0
\$500,000- \$999,999 .....	19	12,964,637	53.3	11.5	4.0	12.0	19.2	<sup>2</sup>	100.0
\$1,000,000-\$2,499,999 .....	23	30,270,011	51.5	15.8	3.8	12.1	16.4	0.4	100.0
\$2,500,000-\$4,999,999 .....	7	23,054,054	55.1	18.5	2.3	10.9	13.2	<sup>2</sup>	100.0
\$5,000,000 and over .....	14	157,750,349	47.5	22.9	5.3	10.0	13.6	0.7	100.0
All sizes, total .....	123	233,789,205	49.3	20.5	4.7	10.5	14.4	0.6	100.0

<sup>1</sup> Excluding billings for market surveys and other services not commissionable.<sup>2</sup> Less than 0.05 per cent.



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## ADVERTISING AGENCIES

1959

In 1959 122 advertising agencies operated in Canada through 214 offices. Their total billings to clients at \$254,145,919 were 6.9% higher than the amount of \$237,654,038 reported by 123 firms in 1958. Gross revenue on total billings amounted to \$41,126,958, an increase of 8.0% over the previous year's \$38,073,427. Of the total amount of billings made, \$250,080,021 went to publications, television, radio and other kinds of advertising on a commission or fee basis, leaving \$4,065,898 for market surveys, other research and fees.

Gross revenue on total billings (\$41,126,958) represented 16.2% of total billings compared with 16.0% in 1958. Advertising placed for clients on a commission or fee basis accounted for 91.6% (\$37,678,828) of total revenue; the rest (\$3,448,130) was derived from market surveys, research, other fees and revenues. Net revenue before deductions for income taxes rose by 7.1% to \$2,903,109 and represented the same proportion of gross revenue (7.1%) as in 1958.

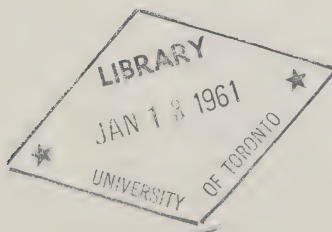
Of the 122 firms reporting, 33 with total billings of \$39,764,062 showed losses for the year averaging \$14,206 per firm as compared with an

average loss of \$12,668 and total billings of \$40,567,779 reported by 30 firms in 1958. The remaining 89 firms showed an average net profit of \$37,887 and total billings of \$214,381,857 compared with average net profit of \$33,232 and total billings of \$197,086,259 reported by 93 firms in the previous year.

The distribution of commissionable billings by type of medium was as follows (1958 percentages in brackets): publications 47.8% (49.3%), television 21.3% (20.5%), other visual 4.8% (4.7%), radio 10.6% (10.5%), production, art, printing, etc. 14.7% (14.4%), other 0.8% (0.6%).

Advertising agencies provided employment for 4,256 persons in 1959, and paid \$26,013,132 in salaries and wages, commissions and bonuses. This amount was 9.2% higher than the \$23,826,156 paid to 4,197 employees in 1958 and represented 63.3% of gross revenue compared with 62.6% the previous year.

More detailed information may be obtained from the tables that follow.



Prepared in the Industry and Merchandising Division

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1946-59

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income taxes)
		Commissionable billings	Market surveys and other research	Other fees	Total	Commissionable billings		Market surveys, research, other fees and revenue <sup>1</sup>	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
		dollars				\$	%	\$	%	\$	
1941 .....	49	..	..	..	29,224,400	..	..	..	4,823,900	16.5	..
1946 .....	57	52,079,347	90,114		52,169,461	..	..	..	8,458,430	16.2	..
1947 .....	67	64,422,777	171,897		64,594,674	..	..	..	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766	218,447		73,762,213	..	..	..	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968	291,502		86,742,470	..	..	..	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600	141,354	512,590	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752	133,936	817,897	108,413,565	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827	150,616	887,540	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916	345,178	1,036,154	144,339,303	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954 .....	91	154,467,028	328,231	1,368,030	156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648
1955 .....	104	174,924,772	390,585	1,924,998	177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951
1956 .....	110	201,797,434	694,123	2,088,965	204,580,522	30,452,807	15.1	1,750,947	32,203,754	15.7	3,264,250
1957 .....	113	222,025,288	775,563	3,283,098	226,083,949	33,377,463	15.0	2,380,299	35,757,762	15.8	2,594,206
1958 .....	123	233,789,205	685,595	3,179,238	237,654,038	35,277,406	15.1	2,846,021	38,073,427	16.0	2,710,542
1959 .....	122	250,080,021	649,820	3,416,078	254,145,919	37,678,828	15.1	3,448,130	41,126,958	16.2	2,903,109

<sup>1</sup> From 1957 figures contain some revenue which does not pertain to surveys, research or other agency services but this cannot be excluded.  
 .. Figures not available.

TABLE 2. Employment and Gross Revenue for Selected Years

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Per cent of gross revenue
			Male	Female	Total		
		\$	number			\$	%
1941 .....	49	4,823,900	..	..	1,237	2,793,200	57.9
1946 .....	57	8,458,430	926	890	1,816	5,003,265	59.2
1948 .....	75	11,553,459	1,225	1,013	2,238	7,108,740	61.5
1951 .....	83	17,015,496	..	..	2,552	10,128,050	59.5
1953 .....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955 .....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956 .....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4
1957 .....	113	35,757,762	2,167	1,875	4,042	22,591,043	63.2
1958 .....	123	38,073,427	2,276	1,921	4,197	23,826,156	62.6
1959 .....	122	41,126,958	2,288	1,968	4,256	26,013,132	63.3

.. Figures not available.



**TABLE 3. Employment and Net Revenue of Advertising Agencies, 1959**  
classified according to Amount of Total Annual Billings and Form of Organization

Form of organization	Less than \$100,000	\$100,000 to 499,999	\$500,000 to 999,999	\$1,000,000 to 2,499,999	\$2,500,000 to 4,999,999	\$5,000,000 and over	Total all sizes
<b>Incorporated firms</b>							
Number of firms .....	18	29	20	22	7	14	110
Number of employees:							
Male .....	28	107	157	372	201	1,406	2,271
Female .....	19	77	100	282	179	1,290	1,947
Salaries and wages .....	\$ 136,073	902,884	1,517,381	3,710,675	2,654,835	16,946,472	25,868,320
Net revenue (before income taxes) .....	\$ 1,109 <sup>1</sup>	61,662	157,619	169,677	189,768	2,199,975	2,777,592
<b>Unincorporated firms</b>							
Number of firms .....	7	4	1	—	—	—	12
Number of employees:							
Male .....	3	9	5	—	—	—	17
Female .....	3	13	5	—	—	—	21
Salaries and wages .....	\$ 2	82,685	2	—	—	—	144,812
Number of working proprietors .....	8	5	5	—	—	—	18
Net revenue (before proprietors' salaries and income taxes) .....	\$ 2	57,402	2	—	—	—	125,517

<sup>1</sup> Loss.<sup>2</sup> Withheld to avoid disclosing individual operations.

**TABLE 4. Advertising Agencies classified according to Amount of Total Billings for Selected Years**

Year	Amount of billings													
	Less than \$100,000		\$100,000 to 499,999		\$500,000 to 999,999		\$1,000,000 <sup>1</sup> to 2,499,999		\$2,500,000 <sup>2</sup> to 4,999,999		\$5,000,000 and over		All sizes total	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
		\$		\$		\$		\$		\$		\$		\$
1941 .....	14	585,000	19	5,371,400	7	4,906,500	9	18,361,500	3	22,621,852	3	68,836,807	49	29,224,400
1946 .....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852	4	68,836,807	57	52,169,461
1948 .....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506	4	68,836,807	75	73,762,213
1951 .....	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187	4	38,883,932	83	108,413,585
1953 .....	13	689,272	32	9,578,657	11	7,085,790	16	22,603,832	9	35,544,950	7	68,836,807	88	144,339,308
1954 .....	16	869,090	29	7,898,264	12	7,795,684	19	28,406,184	7	29,596,073	8	81,597,994	91	156,163,289
1955 .....	20	828,099	35	9,058,547	14	9,925,587	19	30,094,634	5	19,831,472	11	107,502,016	104	177,240,355
1956 .....	16	642,721	41	10,979,346	17	12,616,891	16	22,197,521	9	34,883,497	11	123,260,546	110	204,580,522
1957 .....	13	539,063	43	11,248,208	17	12,506,244	21	32,891,550	4	14,140,558	15	154,758,326	113	226,083,949
1958 .....	25	1,467,197	35	8,948,884	19	13,498,707	23	31,232,807	7	23,355,411	14	159,151,032	123	237,654,038
1959 .....	25	1,314,002	33	8,917,802	21	14,819,720	22	34,013,485	7	26,539,274	14	168,541,636	122	254,145,919

<sup>1</sup> 1941 includes firms with billings of \$1,000,000 and over.<sup>2</sup> 1946 and 1948 include firms with billings of \$2,500,000 and over.<sup>3</sup> Included with \$1,000,000 to \$2,499,999.<sup>4</sup> Included with \$2,500,000 to \$4,999,999.

**TABLE 5. Percentage Distribution of Commissionable Billings by Media, 1958 and 1959**  
(Agencies Classified by Amount of Total Annual Billings)

Year and amount of annual billings	Number of firms	Total commis- sionable billings <sup>1</sup>	Distribution of commissionable billings						
			Publi- cations	Televisi- on	Other visual	Radio	Production, artwork, printing, etc.	Other	Total
		\$				per cent			
1958									
Less than \$100,000 .....	25	1,342,528	62.7	1.8	5.3	9.5	19.9	0.8	100.0
\$ 100,000 to \$ 499,999 .....	35	8,407,626	50.9	14.6	3.4	12.2	17.8	1.1	100.0
500,000 " 999,999 .....	19	12,964,637	53.3	11.5	4.0	12.0	19.2	<sup>2</sup>	100.0
1,000,000 " 2,499,999 .....	23	30,270,011	51.5	15.8	3.8	12.1	16.4	0.4	100.0
2,500,000 " 4,999,999 .....	7	23,054,054	55.1	18.5	2.3	10.9	13.2	<sup>2</sup>	100.0
5,000,000 and over .....	14	157,750,349	47.5	22.9	5.3	10.0	13.6	0.7	100.0
<b>All sizes, totals .....</b>	<b>123</b>	<b>233,789,205</b>	<b>49.3</b>	<b>20.5</b>	<b>4.7</b>	<b>10.5</b>	<b>14.4</b>	<b>0.6</b>	<b>100.0</b>
1959									
Less than \$100,000 .....	25	1,208,265	67.9	1.7	3.8	4.8	21.3	0.5	100.0
\$ 100,000 to \$ 499,999 .....	33	8,436,725	57.0	13.2	2.8	10.0	16.9	0.1	100.0
500,000 " 999,999 .....	21	14,050,500	53.9	10.6	5.5	15.8	13.9	0.3	100.0
1,000,000 " 2,499,999 .....	22	33,377,197	51.5	17.9	3.2	11.2	15.8	0.4	100.0
2,500,000 " 4,999,999 .....	7	26,148,097	52.6	20.3	3.1	9.5	14.5	—	100.0
5,000,000 and over .....	14	166,859,237	45.1	23.7	5.4	10.3	14.5	1.0	100.0
<b>All sizes, totals .....</b>	<b>122</b>	<b>250,080,021</b>	<b>47.8</b>	<b>21.3</b>	<b>4.8</b>	<b>10.6</b>	<b>14.7</b>	<b>0.8</b>	<b>100.0</b>

<sup>1</sup> Excluding billings for market surveys and other services not commissionable.

<sup>2</sup> Less than 0.05 per cent.

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# DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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## ADVERTISING AGENCIES

1960

During 1960, 131 advertising agencies operated in Canada through 222 offices. Their total billings to clients were \$272,739,802, 7.3% higher than billings of \$254,145,919 by 122 agencies for the previous year. Gross revenue from billings and other items was \$45,150,389, an increase of 9.8% over the figure of \$41,126,958 for 1959. Of the total billings made, \$267,756,156 was for publications, television, radio and other kinds of advertising on a commission or fee basis, leaving \$4,983,646 for market surveys, research and other fees, and production work by agency staff.

Gross revenue from total billings and other items (\$45,150,389) was 16.6% of total billings compared with 16.2% in 1959. Advertising placed for clients on a commission or fee basis accounted for 88.6% (\$39,993,639) of total revenue; the remainder (\$5,156,750) was obtained from research, production and other sources. A few agencies were unable to exclude cash discounts and other non-operation revenue from their calculations. In a few cases respondents could not exclude some small non-commissionable items from commissionable billings. Net revenue before income taxes dropped by 11.1% to \$2,579,769 and represented 5.7% of gross revenue compared with 7.1% for 1959.

Of the 131 firms reporting, 33 with total billings of \$26,777,784 had losses for the year averaging \$25,202 per firm, compared with average losses of \$14,206 and billings of \$39,764,062 reported by the same number of firms for 1959. The remaining firms reported an average net profit of \$34,810 and total

billings of \$245,962,018, compared with average profit of \$37,887 for 89 firms reporting billings of \$214,381,857 for 1959.

Advertising agencies provided employment for 4,465 persons in 1960 and paid \$28,252,365 in salaries, wages, commissions and bonuses. This was 8.6% higher than the \$26,013,132 paid to 4,256 persons in 1959 and represented 62.6% of gross revenue, compared with 63.3% for the previous year.

For the first time, the 1960 report attempted to secure data on production costs relating to the various media. When commissionable billings and billings for production work by agency staff (total of \$269,774,338) is distributed by medium and kind of service, 80.7% went for space and time charges, and 19.3% for production costs. Please note the table which appears below. Table 6 shows the percentage distribution by medium of the same statistical item.

The distribution of commissionable billings by medium was as follows: (1959 percentages in brackets): publications 47.2% (47.8%), television 19.3% (21.3%), other visual 5.1% (4.8%), radio 9.7% (10.6%) and production, art, printing, etc., 18.7% (14.7%). The increase in the proportion going to production is probably due to the greater emphasis on securing this item for 1960, rather than any real shift in resources.

More detailed information may be obtained from the tables that follow.

### Advertising Billings to Clients by Medium and Kind of Service

Medium	Space or Time		Production		Total	
	Amount	%	Amount	%	Amount	%
	\$		\$		\$	
Publications .....	126,341,340	81.8	28,106,025	18.2	154,447,365	100.0
Television .....	51,794,216	77.1	15,367,684	22.9	67,161,900	100.0
Other visual .....	13,517,570	80.7	3,241,660	19.3	16,759,230	100.0
Radio .....	26,001,504	92.6	2,091,971	7.4	28,093,475	100.0
Other .....	61,728	1.9	3,250,640	98.1	3,312,368	100.0
<b>Totals .....</b>	<b>217,716,358</b>	<b>80.7</b>	<b>52,057,980</b>	<b>19.3</b>	<b>269,774,338</b>	<b>100.0</b>

Prepared in the Industry and Merchandising Division

April, 1962  
6543-502



TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1946-60

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income taxes)
		Commissionable billings	Market surveys, research and other fees	Production work done by agency staff	Total	Commissionable billings		Market surveys, research, other fees and revenue, and production by agency staff	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
			dollars			\$	%	\$	\$	%	\$
1941 .....	49	..	..	..	29,224,400	..	..	..	4,823,900	16.5	..
1946 .....	57	52,079,347		90,114	52,169,461	..	..	..	8,458,430	16.2	..
1947 .....	67	64,422,777		171,897	64,594,674	..	..	..	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766		218,447	73,762,213	..	..	..	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968		291,502	86,742,470	..	..	..	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600		653,944	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752		951,833	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827		1,038,156	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916		1,381,332	144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954 .....	91	154,467,028		1,696,261	156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,643
1955 .....	104	174,924,772		2,315,583	177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951
1956 .....	110	201,797,434		2,783,088	204,580,522	30,452,807	15.1	1,750,947	32,203,754	15.7	3,264,250
1957 .....	113	222,025,288		4,058,661	226,083,949	33,377,463	15.0	2,380,299	35,757,762	15.8	2,594,250
1958 .....	123	233,789,205		3,864,833	237,654,038	35,277,406	15.1	2,846,021	38,073,427	16.0	2,710,042
1959 .....	122	250,080,021		4,065,898	254,145,919	37,678,828	15.1	3,448,130	41,126,958	16.2	2,903,109
1960 .....	131	267,756,156	2,965,464	2,018,182	272,739,802	39,993,639	14.9	5,156,750	45,150,389	16.6	2,579,766

<sup>1</sup> From 1957 figures contain some revenue which does not pertain to surveys, research or other agency services but this cannot be excluded.

.. Figures not available.

TABLE 2. Employment and Gross Revenue for Selected Years

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Per cent of gross revenue
			Male	Female	Total		
		\$	number			\$	%
1941 .....	49	4,823,900	..	..	1,237	2,793,200	57.9
1946 .....	57	8,458,430	926	890	1,816	5,003,265	59.2
1948 .....	75	11,553,459	1,225	1,013	2,238	7,108,740	61.5
1951 .....	83	17,015,496	..	..	2,552	10,128,050	59.5
1953 .....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955 .....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956 .....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4
1957 .....	113	35,757,762	2,167	1,875	4,042	22,591,043	63.2
1958 .....	123	38,073,427	2,276	1,921	4,197	23,826,156	62.6
1959 .....	122	41,126,958	2,288	1,968	4,256	26,013,132	63.3
1960 .....	131	45,150,389	2,393	2,072	4,465	28,252,365	62.6

.. Figures not available.

**TABLE 3. Employment and Net Revenue of Advertising Agencies, 1960**  
classified according to Amount of Total Annual Billings and Form of Organization

Form of organization	Less than \$100,000	\$100,000 to 499,999	\$500,000 to 999,999	\$1,000,000 to 2,499,999	\$2,500,000 to 4,999,999	\$5,000,000 and over	Total all sizes
<b>Incorporated firms</b>							
Number of firms .....	15	33	18	28	6	14	114
Number of employees:							
Male .....	26	110	131	453	217	1,434	2,371
Female .....	18	82	96	349	165	1,328	2,038
Salaries and wages .....	\$ 167,546	938,089	1,336,533	4,773,921	2,518,927	18,341,801	28,076,817
Net revenue (before income taxes) .....	\$ 29,004	142,707	155,127	49,547	28,693 <sup>1</sup>	2,187,153	2,514,845
<b>Unincorporated firms</b>							
Number of firms .....	10	5	2	—	—	—	17
Number of employees:							
Male .....	4	3	15	—	—	—	22
Female .....	7	9	18	—	—	—	34
Salaries and wages .....	\$ 2	39,109	2	—	—	—	175,548
Number of working proprietors .....	11	6	6	—	—	—	23
Net revenue (before proprietors' salaries and income taxes) .....	\$ 2	71,425	2	—	—	—	64,924

<sup>1</sup> Loss.<sup>2</sup> Withheld to avoid disclosing individual operations.

**TABLE 4. Advertising Agencies classified according to Amount of Total Billings for Selected Years**

Year	Amount of billings													
	Less than \$100,000		\$100,000 to 499,999		\$500,000 to 999,999		\$1,000,000 <sup>1</sup> to 2,499,999		\$2,500,000 <sup>2</sup> to 4,999,999		\$5,000,000 and over		Total all sizes	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
		\$		\$		\$		\$		\$		\$		\$
1941 .....	14	585,000	19	5,371,400	7	4,906,500	9	18,361,500	3	3	3	3	49	29,224,400
1946 .....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852	4	4	57	52,169,461
1948 .....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506	4	4	75	73,762,213
1951 .....	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187	4	38,883,932	83	108,413,585
1953 .....	13	689,272	32	9,578,657	11	7,085,790	16	22,603,832	9	35,544,950	7	68,836,807	88	144,339,308
1954 .....	16	869,090	29	7,898,264	12	7,795,684	19	28,406,184	7	29,596,073	8	81,597,994	91	156,163,289
1955 .....	20	828,099	35	9,058,547	14	9,925,587	19	30,094,634	5	19,831,472	11	107,502,016	104	177,240,355
1956 .....	16	642,721	41	10,979,346	17	12,616,891	16	22,197,521	9	34,883,497	11	123,260,546	110	204,580,522
1957 .....	13	539,063	43	11,248,208	17	12,506,244	21	32,891,550	4	14,140,558	15	154,758,326	113	226,083,949
1958 .....	25	1,467,197	35	8,948,884	19	13,498,707	23	31,232,807	7	23,355,411	14	159,151,032	123	237,654,038
1959 .....	25	1,314,002	33	8,917,802	21	14,819,720	22	34,013,485	7	26,539,274	14	168,541,636	122	254,145,919
1960 .....	25	1,313,230	38	9,195,003	20	14,376,089	28	44,246,198	6	21,924,677	14	181,684,605	131	272,739,802

<sup>1</sup> 1941 includes firms with billings of \$1,000,000 and over.<sup>2</sup> 1946 and 1948 include firms with billings of \$2,500,000 and over.<sup>3</sup> Included with \$1,000,000 to \$2,499,999.<sup>4</sup> Included with \$2,500,000 to \$4,999,999.

**TABLE 5. Percentage Distribution of Commissionable Billings by Medium, 1959 and 1960**  
(Agencies classified by Amount of Total Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings						
			Pu- bli- cations	Television	Other visual	Radio	Production, artwork, printing, etc.	Other	Total
		\$	per cent						
1959									
Less than \$100,000 .....	25	1,208,265	67.9	1.7	3.8	4.8	21.3	0.5	100.0
\$ 100,000 to \$ 499,999 .....	33	8,436,725	57.0	13.2	2.8	10.0	16.9	0.1	100.0
500,000 " 999,999 .....	21	14,050,500	53.9	10.6	5.5	15.8	13.9	0.3	100.0
1,000,000 " 2,499,999 .....	22	33,377,197	51.5	17.9	3.2	11.2	15.8	0.4	100.0
2,500,000 " 4,999,999 .....	7	26,148,097	52.6	20.3	3.1	9.5	14.5	—	100.0
5,000,000 and over .....	14	166,859,237	45.1	23.7	5.4	10.3	14.5	1.0	100.0
All sizes, totals .....	122	250,080,021	47.8	21.3	4.8	10.6	14.7	0.8	100.0
1960									
Less than \$100,000 .....	25	1,114,476	63.7	2.7	2.7	8.8	22.1	<sup>2</sup>	100.0
\$ 100,000 to \$ 499,999 .....	38	8,639,487	51.3	16.7	2.8	11.8	17.1	0.3	100.0
500,000 " 999,999 .....	20	13,808,299	59.6	10.8	2.9	8.4	18.3	<sup>2</sup>	100.0
1,000,000 " 2,499,999 .....	28	43,045,343	51.8	14.2	4.8	11.8	17.3	0.1	100.0
2,500,000 " 4,999,999 .....	6	21,730,560	44.5	22.1	3.6	10.1	19.7	—	100.0
5,000,000 and over .....	14	179,417,991	45.1	21.1	5.6	9.2	19.0	—	100.0
All sizes, totals .....	131	267,756,156	47.2	19.3	5.1	9.7	18.7	<sup>2</sup>	100.0

<sup>1</sup> Excluding billings for market surveys and other services not commissionable.

<sup>2</sup> Less than 0.05 per cent.

**TABLE 6. Percentage Distribution of Advertising Billings by Medium, 1960**  
(Agencies classified by Amount of Total Annual Billings)

Amount of annual billings	Number of firms	Total advertising billings <sup>1</sup>	Distribution of advertising billings					
			Pu- bli- cations	Television	Other visual	Radio	Other	Total
		\$	per cent					
Less than \$100,000 .....	25	1,183,342	76.8	3.2	3.8	8.6	7.6	100.0
\$ 100,000 to \$ 499,999 .....	38	8,896,377	59.0	17.7	4.1	12.0	7.2	100.0
500,000 " 999,999 .....	20	14,099,101	71.3	12.0	3.9	8.8	4.0	100.0
1,000,000 " 2,499,999 .....	28	43,520,652	61.9	17.5	5.2	12.6	2.8	100.0
2,500,000 " 4,999,999 .....	6	21,796,072	56.0	28.8	3.8	10.8	0.6	100.0
5,000,000 and over .....	14	180,278,794	55.0	27.7	7.0	9.9	0.4	100.0
All sizes, totals .....	131	269,774,338	57.3	24.9	6.2	10.4	1.2	100.0

<sup>1</sup> Excluding billings for market surveys, research and other fees, but including production work by agency staff.



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## ADVERTISING AGENCIES

1961

In 1961, 134 advertising agencies operated in Canada through 214 offices. Their total billings to clients at \$282,561,449 were 3.6% higher than the amount of \$272,739,802 reported by 131 agencies in 1960. Gross revenue from billings and other items was \$46,089,647, an increase of 2.1% over the previous year's \$45,150,389. Of the total amount of billings made, \$277,805,963 was for publications, television, radio and other kinds of advertising on a commission or fee basis, leaving \$4,755,486 for market surveys, research and other fees, and production work by agency staff.

Gross revenue from total billings and other items (\$46,089,647) was, as in 1960, 16.6% of total billings. Advertising placed for clients on a commission or fee basis accounted for 89.5% (\$41,253,508) of total revenue; the remainder (\$4,836,139) was obtained from research, production and other sources. A few agencies were unable to exclude cash discounts and other non-operation revenue from their calculations. In a few cases, respondents could not exclude some small non-commissionable items from commissionable billings. Net revenue before income taxes dropped by 1.3% to \$2,546,633 and represented 5.6% of gross revenue compared with 5.7% for 1960.

Of the 134 firms reporting, 40 with total billings of \$41,994,857 had losses for the year averaging \$27,499 per firm, compared with average losses of

\$25,202 and billings of \$26,777,784 reported by 33 firms for 1960. The remaining firms reported an average net profit of \$38,793 and total billings of \$240,566,592 compared with an average profit of \$34,810 for 98 firms reporting billings of \$245,962,018 for 1960.

Advertising agencies paid \$29,313,330 in salaries, wages, commissions and bonuses in 1961. This was 3.8% higher than the \$28,252,365 paid in 1960 and represented 63.6% of gross revenue, compared with 62.6% for the previous year.

In 1961, commissionable billings and billings for production work by agency staff, as distributed by medium and kind of service (total of \$279,962,074) shows that 80.4% went for space and time charges and 19.6% for production costs as compared with 80.7% and 19.3% respectively, in 1960. Table 6 shows the percentage distribution by medium of the same statistical items.

The distribution of commissionable billings by medium was as follows: (1960 percentages in brackets): publications 45.5% (47.2%), television 21.4% (19.3%), other visual 4.6% (5.1%), radio 9.4% (9.7%) and production, art, printing, etc., 19.0% (18.7%).

More detailed information may be obtained from the tables that follow.

Advertising Billings to Clients by Medium and Kind of Service

Medium	Space or time		Production		Total	
	Amount	Per cent	Amount	Per cent	Amount	Per cent
	\$		\$		\$	
Publications .....	126,429,456	81.7	28,270,967	18.3	154,700,423	100.0
Television .....	59,290,578	78.4	16,373,206	21.6	75,663,784	100.0
Other visual .....	12,790,261	84.2	2,396,358	15.8	15,186,619	100.0
Radio .....	26,227,154	90.0	2,909,242	10.0	29,136,396	100.0
Other .....	257,747	4.9	5,017,105	95.1	5,274,852	100.0
<b>Totals .....</b>	<b>224,995,196</b>	<b>80.4</b>	<b>54,966,878</b>	<b>19.6</b>	<b>279,962,074</b>	<b>100.0</b>

Prepared in the Merchandising and Services Division

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ROGER DUHAMEL, F.R.S.C., Queen's Printer and Controller of Stationery, Ottawa, 1963

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1946-61

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income taxes)
		Commissionable billings	Market surveys, research and other fees	Production work done by agency staff	Total	Commissionable billings		Market surveys, research, other fees and revenue, and production by agency staff	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
				dollars		\$	%	\$	\$	%	\$
1941 .....	49	..	..	..	29,224,400	..	..	..	4,823,900	16.5	..
1946 .....	57	52,079,347		90,114	52,169,461	..	..	..	8,458,430	16.2	..
1947 .....	67	64,422,777		171,897	64,594,674	..	..	..	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766		218,447	73,762,213	..	..	..	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968		291,502	86,742,470	..	..	..	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600		653,944	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752		951,833	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827		1,038,156	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916		1,381,332	144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954 .....	91	154,467,028		1,696,261	156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648
1955 .....	104	174,924,772		2,315,583	177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951
1956 .....	110	201,797,434		2,783,088	204,580,522	30,452,807	15.1	1,750,947	32,203,754	15.7	3,264,250
1957 <sup>1</sup> .....	113	222,025,288		4,058,661	226,083,949	33,377,463	15.0	2,380,299	35,757,762	15.8	2,594,206
1958 .....	123	233,789,205		3,864,833	237,654,038	35,277,406	15.1	2,846,021	38,073,427	16.0	2,710,542
1959 .....	122	250,080,021		4,065,898	254,145,919	37,678,828	15.1	3,448,130	41,126,958	16.2	2,903,109
1960 .....	131	267,756,156	2,965,464	2,018,182	272,739,802	39,993,639	14.9	5,156,750	45,150,389	16.6	2,579,769
1961 .....	134	277,805,963	2,599,375	2,156,111	282,561,449	41,253,508	14.8	4,836,139	46,089,647	16.6	2,546,633

<sup>1</sup> From 1957 figures contain some revenue which does not pertain to surveys, research or other agency services but this cannot be excluded.

.. Figures not available.

TABLE 2. Employment and Gross Revenue for Selected Years

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Per cent of gross revenue
			Male	Female	Total		
		\$	number			\$	%
1941.....	49	4,823,900	..	..	1,237	2,793,200	57.9
1946.....	57	8,458,430	926	890	1,816	5,003,265	59.2
1948.....	75	11,553,459	1,225	1,013	2,238	7,108,740	61.5
1951.....	83	17,015,496	..	..	2,552	10,128,050	59.5
1953.....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3
1954.....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955.....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956.....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4
1957.....	113	35,757,762	2,167	1,875	4,042	22,591,043	63.2
1958.....	123	38,073,427	2,276	1,921	4,197	23,826,156	62.6
1959.....	122	41,126,958	2,288	1,968	4,256	26,013,132	63.3
1960.....	131	45,150,389	2,393	2,072	4,465	28,252,365	62.6
1961.....	134	46,089,647	4,331 <sup>1</sup>		4,331	29,313,330	63.6

<sup>1</sup> As of last week of November 1961. Not comparable with previous years.

.. Figures not available.

**TABLE 3. Employment and Net Revenue of Advertising Agencies, 1961 classified according to Amount of Total Annual Billings and Form of Organization**

Form of organization	Less than \$100,000	\$100,000 to 499,999	\$500,000 to 999,999	\$1,000,000 to 2,499,999	\$2,500,000 to 4,999,999	\$5,000,000 and over	Total all sizes
<b>Incorporated firms</b>							
Number of firms .....	12	39	19	27	4	16	117
Number of employees (last week of November) .....	33	206	228	731	211	2,870	4,279
Salaries and wages..... \$	121,396	1,181,175	1,449,222	4,623,300	1,539,446	20,212,508	29,127,107
Net revenue (before income taxes) .....	\$ 15,066	7,777	90,768	111,157	237,727 <sup>1</sup>	2,505,249	2,492,290
<b>Unincorporated firms</b>							
Number of firms .....	11	5	1	—	—	—	17
Number of employees (last week of November) .....	7	14	31	—	—	—	52
Salaries and wages..... \$	<sup>2</sup>	48,620	<sup>2</sup>	—	—	—	65,597
Number of working proprietors .....	12	5	1	—	—	—	18
Net revenue (before proprietors' salaries and income taxes) .....	\$ <sup>2</sup>	40,113	<sup>2</sup>	—	—	—	66,149

<sup>1</sup> Loss.<sup>2</sup> Withheld to avoid disclosing individual operations.**TABLE 4. Advertising Agencies classified according to Amount of Total Billings for Selected Years**

Year	Amount of billings													
	Less than \$100,000		\$100,000 to 499,999		\$500,000 to 999,999		\$1,000,000 <sup>1</sup> to 2,499,999		\$2,500,000 <sup>2</sup> to 4,999,999		\$5,000,000 and over		Total all sizes	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
		\$		\$		\$		\$		\$		\$		\$
1941 .....	14	585,000	19	5,371,400	7	4,906,500	9	18,361,500	3	3	3	3	49	29,224,400
1946 .....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852	4	4	57	52,169,461
1948 .....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506	4	4	75	73,762,213
1951 .....	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187	4	38,883,932	83	108,413,585
1953 .....	13	689,272	32	9,578,657	11	7,085,790	16	22,603,832	9	35,544,950	7	68,836,807	88	144,339,308
1954 .....	16	869,090	29	7,898,264	12	7,795,684	19	28,406,184	7	29,596,073	8	81,597,994	91	156,163,289
1955 .....	20	828,099	35	9,058,547	14	9,925,587	19	30,094,634	5	19,831,472	11	107,502,016	104	177,240,355
1956 .....	16	642,721	41	10,979,346	17	12,616,891	16	22,197,521	9	34,883,497	11	123,260,546	110	204,580,522
1957 .....	13	539,063	43	11,248,208	17	12,506,244	21	32,891,550	4	14,140,558	15	154,758,326	113	226,083,949
1958 .....	25	1,467,197	35	8,948,884	19	13,498,707	23	31,232,807	7	23,355,411	14	159,151,032	123	237,654,038
1959 .....	25	1,314,002	33	8,917,802	21	14,819,720	22	34,013,485	7	26,539,274	14	168,541,636	122	254,145,919
1960 .....	25	1,313,230	38	9,195,003	20	14,376,089	28	44,246,198	6	21,924,677	14	181,684,605	131	272,739,802
1961 .....	23	1,087,920	44	10,488,570	20	14,032,486	27	40,149,462	4	13,552,523	16	203,250,488	134	282,561,449

<sup>1</sup> 1941 includes firms with billings of \$1,000,000 and over.<sup>2</sup> 1946 and 1948 include firms with billings of \$2,500,000 and over.<sup>3</sup> Included with \$1,000,000 to \$2,499,999.<sup>4</sup> Included with \$2,500,000 to \$4,999,999.



**TABLE 5. Percentage Distribution of Commissionable Billings by Medium, 1960 and 1961**  
(Agencies classified by Amount of Total Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings						
			Publications	Television	Other visual	Radio	Production, artwork, printing, etc.	Other	Total
		\$	per cent						
<b>1960</b>									
Less than \$100,000 .....	25	1,114,476	63.7	2.7	2.7	8.8	22.1	<sup>2</sup>	100.0
\$ 100,000 to \$ 499,999 .....	38	8,639,487	51.3	16.7	2.8	11.8	17.1	0.3	100.0
500,000 " 999,999 .....	20	13,808,299	59.6	10.8	2.9	8.4	18.3	<sup>2</sup>	100.0
1,000,000 " 2,499,999 .....	28	43,045,343	51.8	14.2	4.8	11.8	17.3	0.1	100.0
2,500,000 " 4,999,999 .....	6	21,730,560	44.5	22.1	3.6	10.1	19.7	—	100.0
5,000,000 and over .....	14	179,417,991	45.1	21.1	5.6	9.2	19.0	—	100.0
<b>All sizes, totals .....</b>	<b>131</b>	<b>267,756,156</b>	<b>47.2</b>	<b>19.3</b>	<b>5.1</b>	<b>9.7</b>	<b>18.7</b>	<b><sup>2</sup></b>	<b>100.0</b>
<b>1961</b>									
Less than \$100,000 .....	23	917,076	57.7	2.3	5.5	8.8	24.7	1.0	100.0
\$ 100,000 to \$ 499,999 .....	44	9,786,121	50.3	13.0	2.9	14.6	19.0	0.2	100.0
500,000 " 999,999 .....	20	13,503,369	50.3	16.2	5.5	10.8	16.9	0.3	100.0
1,000,000 " 2,499,999 .....	27	38,868,037	56.2	13.0	5.2	7.7	17.4	0.5	100.0
2,500,000 " 4,999,999 .....	4	13,272,714	52.1	11.6	1.9	12.5	21.9	—	100.0
5,000,000 and over .....	16	201,458,646	42.4	24.4	4.7	9.2	19.3	—	100.0
<b>All sizes, totals .....</b>	<b>134</b>	<b>277,805,963</b>	<b>45.5</b>	<b>21.4</b>	<b>4.6</b>	<b>9.4</b>	<b>19.0</b>	<b>0.1</b>	<b>100.0</b>

<sup>1</sup> Excluding billings for market surveys and other services not commissionable.

<sup>2</sup> Less than 0.05 per cent.

**TABLE 6. Percentage Distribution of Advertising Billings by Medium, 1961**  
(Agencies classified by Amount of Total Annual Billings)

Amount of annual billings	Number of firms	Total advertising billings <sup>1</sup>	Distribution of advertising billings					
			Publications	Television	Other visual	Radio	Other	Total
		\$	per cent					
Less than \$100,000 .....	23	983,209	68.9	2.2	7.5	9.4	12.0	100.0
\$ 100,000 to \$ 499,999 .....	44	10,151,924	60.2	13.8	4.4	14.7	6.9	100.0
500,000 " 999,999 .....	20	13,802,482	59.9	17.3	6.9	11.1	4.8	100.0
1,000,000 " 2,499,999 .....	27	39,450,308	66.7	14.9	5.9	8.3	4.2	100.0
2,500,000 " 4,999,999 .....	4	13,364,383	66.5	18.7	2.0	12.8	—	100.0
5,000,000 and over .....	16	202,209,768	51.6	31.4	5.5	10.4	1.1	100.0
<b>All sizes, totals .....</b>	<b>134</b>	<b>279,962,074</b>	<b>55.3</b>	<b>27.0</b>	<b>5.4</b>	<b>10.4</b>	<b>1.9</b>	<b>100.0</b>

<sup>1</sup> Excluding billings for market surveys, research and other fees, but including production work by agency staff.

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## ADVERTISING AGENCIES

1962

During 1962, 143 advertising agencies operated in Canada through 228 offices. Their total billings to clients, at \$298,584,954, were 5.7% higher than the billings of \$282,561,449 by 134 agencies for the previous year. Gross revenue from billings and other items was \$49,348,113, an increase of 7.1% over the previous year's \$46,089,647. Of the total amount of billings made, \$293,028,021 was for publications, television, radio and other kinds of advertising on a commission or fee basis, leaving \$5,556,933 for market surveys, research and other fees, and production work by agency staff.

Gross revenue from total billings and other items (\$49,348,113) was 16.5% of total billings compared with 16.3% in 1961. Advertising placed for clients on a commission or fee basis accounted for 88.1% (\$43,496,564) of total revenue; the remainder (\$5,851,549) was obtained from research, production and other sources. A few agencies were unable to exclude cash discounts and other non-operation revenue from their calculations. In a few cases, respondents do not exclude some small non-commissionable items from commissionable billings. Net revenue before income taxes increased by 44.8% to \$3,588,187 and represented 7.5% of gross revenue compared with 5.5% in 1961.

Of the 143 firms reporting, 27 with total billings of \$31,461,079 had losses for the year averaging \$12,147 per firm, compared with average losses

of \$27,499 and billings of \$41,994,857 reported by 40 firms in 1961. The remaining firms reported an average net profit of \$34,622 and total billings of \$267,123,875 compared with an average profit of \$38,793 for 94 firms reporting billings of \$240,566,592 in 1961.

Advertising agencies paid \$30,932,144 in salaries, wages, commissions and bonuses in 1962. This was 5.5% higher than the \$29,313,330 paid in 1961 and represented 62.7% of gross revenue, compared with 63.6% for the previous year.

In 1962, commissionable billings and billings for production work by agency staff, as distributed by medium and kind of service (total of \$295,662,876) shows that 82% went for space and time charges and 18% for production costs as compared with 80.4% and 19.6% respectively, in 1961. Table 6 shows the percentage distribution by medium of the same statistical items.

The distribution of commissionable billings by medium was as follows (1961 percentage in brackets): publication 44.0% (45.5%), television 22.8% (21.4%), other visual 5.1% (4.6%), radio 10.8% (9.4%) and production, art, printing, etc., 17.2% (19.0%).

More detailed information may be obtained from the tables that follow.

Advertising Billings to Clients by Medium and Kind of Service

Medium	Space or time		Production		Total	
	Amount	Per cent	Amount	Per cent	Amount	Per cent
	\$		\$		\$	
Publications .....	129,031,788	82.6	27,133,955	17.4	156,165,743	100.0
Television .....	66,880,353	81.4	15,326,447	18.6	82,206,800	100.0
Other visual .....	14,843,569	80.5	3,588,292	19.5	18,431,861	100.0
Radio .....	31,490,519	92.4	2,600,624	7.6	34,091,143	100.0
Other .....	296,304	6.2	4,471,025	93.8	4,767,329	100.0
<b>Totals .....</b>	<b>242,542,533</b>	<b>82.0</b>	<b>53,120,343</b>	<b>18.0</b>	<b>295,662,876</b>	<b>100.0</b>

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1946-62

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income taxes)
		Commissionable billings	Market surveys, research and other fees	Production work done by agency staff	Total	Commissionable billings		Market surveys, research, other fees and revenue, and production by agency staff	Total		
						Amount	Percent of billings		Amount	Percent of total billings	
			dollars			\$	%	\$	\$	%	\$
1941 .....	49	..	..	..	29,224,400	..	..	..	4,823,900	16.5	..
1946 .....	57	52,079,347	90,114		52,169,461	..	..	..	8,458,430	16.2	..
1947 .....	67	64,422,777	171,897		64,594,674	..	..	..	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766	218,447		73,762,213	..	..	..	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968	291,502		86,742,470	..	..	..	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600	653,944		96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752	951,833		108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827	1,038,156		121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916	1,381,332		144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954 .....	91	154,467,028	1,696,261		156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648
1955 .....	104	174,924,772	2,315,583		177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951
1956 .....	110	201,797,434	2,783,088		204,580,522	30,452,807	15.1	1,750,947	32,203,754	15.7	3,264,250
1957 <sup>1</sup> .....	113	222,025,288	4,058,661		226,083,949	33,377,463	15.0	2,380,299	35,757,762	15.8	2,594,206
1958 .....	123	233,789,205	3,864,833		237,654,038	35,277,406	15.1	2,846,021	38,073,427	16.0	2,710,542
1959 .....	122	250,080,021	4,065,898		254,145,919	37,678,828	15.1	3,448,130	41,126,958	16.2	2,903,109
1960 .....	131	267,756,156	2,965,464	2,018,182	272,739,802	39,993,639	14.9	5,156,750	45,150,389	16.6	2,579,769
1961 .....	134	277,805,963	2,599,375	2,156,111	282,561,449	41,253,508	14.8	4,836,139	46,089,647	16.3	2,546,633
1962 .....	143	293,028,021	2,922,078	2,634,855	298,584,954	43,496,564	14.8	5,851,113	49,348,113	16.5	3,688,187

<sup>1</sup> From 1957 figures contain some revenue which does not pertain to surveys, research or other agency services but this cannot be excluded.

.. Figures not available.

TABLE 2. Employment and Gross Revenue for Selected Years

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Per cent of gross revenue
			Male	Female	Total		
		\$	number			\$	%
1941 .....	49	4,823,900	..	..	1,237	2,793,200	57.9
1946 .....	57	8,458,430	926	890	1,816	5,003,265	59.2
1948 .....	75	11,553,459	1,225	1,013	2,238	7,108,740	61.5
1951 .....	83	17,015,496	..	..	2,552	10,128,050	59.5
1953 .....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955 .....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956 .....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4
1957 .....	113	35,757,762	2,167	1,875	4,042	22,591,043	63.2
1958 .....	123	38,073,427	2,276	1,921	4,197	23,826,156	62.6
1959 .....	122	41,126,958	2,288	1,968	4,256	26,013,132	63.3
1960 .....	131	45,150,389	2,393	2,072	4,465	28,252,365	62.6
1961 .....	134	46,089,647	4,331 <sup>1</sup>		4,331	29,313,330	63.6
1962 .....	143	49,348,113	2,413	2,008	4,421	30,932,144	62.7

<sup>1</sup> As of last week of November 1961. Not comparable with previous years.

.. Figures not available.



**TABLE 3. Employment and Net Revenue of Advertising Agencies, 1962 classified according to Amount of Total Annual Billings and Form of Organization**

Form of organization	Less than \$100,000	\$100,000 to 499,999	\$500,000 to 999,999	\$1,000,000 to 2,499,999	\$2,500,000 to 4,999,999	\$5,000,000 and over	Total all sizes
<b>Incorporated firms</b>							
Number of firms .....	7	57	13	25	5	17	124
Number of employees .....	13	312	173	624	211	3,048	4,381
Salaries and wages .....	\$ 37,480	1,764,617	1,125,221	4,401,443	1,562,805	21,877,731	30,769,298
Net revenue (before income taxes) .....	\$ 9,660 <sup>1</sup>	182,424	245,900	387,994	176,732	2,599,995	3,583,385
<b>Unincorporated firms</b>							
Number of firms .....	15	3	—	1	—	—	19
Number of employees .....	9	7	—	24	—	—	40
Salaries and wages .....	\$ 14,591	<sup>2</sup>	—	<sup>2</sup>	—	—	162,846
Number of working proprietors .....	18	4	—	1	—	—	23
Net revenue (before proprietors' salaries and income taxes) .....	\$ 68,297	<sup>2</sup>	—	<sup>2</sup>	—	—	104,802

<sup>1</sup> Loss.<sup>2</sup> Withheld to avoid disclosing individual operations.**TABLE 4. Advertising Agencies classified according to Amount of Total Billings for Selected Years**

Year	Amount of billings													
	Less than \$100,000		\$100,000 to 499,999		\$500,000 to 999,999		\$1,000,000 <sup>1</sup> to 2,499,999		\$2,500,000 <sup>2</sup> to 4,999,999		\$5,000,000 and over		Total all sizes	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
	\$		\$		\$		\$		\$		\$		\$	
1941 .....	14	585,000	19	5,371,400	7	4,906,500	9	18,361,500	<sup>3</sup>	<sup>3</sup>	<sup>3</sup>	<sup>3</sup>	49	29,224,400
1946 .....	11	609,609	19	4,791,603	10	6,882,379	12	17,264,018	5	22,621,852	<sup>4</sup>	<sup>4</sup>	57	52,169,461
1948 .....	22	1,099,036	21	6,061,868	11	7,457,002	14	22,976,801	7	36,167,506	<sup>4</sup>	<sup>4</sup>	75	73,762,213
1951 .....	21	1,098,882	23	6,304,221	14	9,946,454	10	14,498,909	11	37,681,187	4	38,883,932	83	108,413,585
1953 .....	13	689,272	32	9,578,657	11	7,085,790	16	22,603,832	9	35,544,950	7	68,836,807	88	144,339,308
1954 .....	16	869,090	29	7,898,264	12	7,795,684	19	28,406,184	7	29,596,073	8	81,597,994	91	156,163,289
1955 .....	20	828,099	35	9,058,547	14	9,925,587	19	30,094,634	5	19,831,472	11	107,502,016	104	177,240,355
1956 .....	16	642,721	41	10,979,346	17	12,616,891	16	22,197,521	9	34,883,497	11	123,260,546	110	204,580,522
1957 .....	13	539,063	43	11,248,208	17	12,506,244	21	32,891,550	4	14,140,558	15	154,758,326	113	226,083,949
1958 .....	25	1,457,197	35	8,948,884	19	13,498,707	23	31,232,807	7	23,355,411	14	159,151,032	123	237,654,038
1959 .....	25	1,314,002	33	8,917,802	21	14,819,720	22	34,013,485	7	26,539,274	14	168,541,636	122	254,145,919
1960 .....	25	1,313,230	38	9,195,003	20	14,376,089	28	44,246,198	6	21,924,677	14	181,684,605	131	272,739,802
1961 .....	23	1,087,920	44	10,488,570	20	14,032,486	27	40,149,462	4	13,552,523	16	203,250,488	134	282,561,449
1962 .....	22	834,716	60	15,900,851	13	10,421,815	26	39,788,024	5	16,403,100	17	215,236,448	143	298,584,954

<sup>1</sup> 1941 includes firms with billings of \$1,000,000 and over.<sup>2</sup> 1946 and 1948 include firms with billings of \$2,500,000 and over.<sup>3</sup> Included with \$1,000,000 to \$2,499,999.<sup>4</sup> Included with \$2,500,000 to \$4,999,999.

**TABLE 5. Percentage Distribution of Commissionable Billings by Medium, 1961 and 1962**  
(Agencies classified by Amount of Total Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings						
			Publishations	Television	Other visual	Radio	Production, artwork, printing, etc.	Other	Total
		\$	per cent						
<b>1961</b>									
Less than \$100,000 .....	23	917,076	57.7	2.3	5.5	8.8	24.7	1.0	100.0
\$ 100,000 to \$ 499,999.....	44	9,786,121	50.3	13.0	2.9	14.6	19.0	0.2	100.0
500,000 " 999,999.....	20	13,503,369	50.3	16.2	5.5	10.8	16.9	0.3	100.0
1,000,000 " 2,499,999.....	27	38,868,037	56.2	13.0	5.2	7.7	17.4	0.5	100.0
2,500,000 " 4,999,999.....	4	13,272,714	52.1	11.6	1.9	12.5	21.9	—	100.0
5,000,000 and over .....	16	201,458,646	42.4	24.4	4.7	9.2	19.3	—	100.0
<b>All sizes, totals .....</b>	<b>134</b>	<b>277,805,963</b>	<b>45.5</b>	<b>21.4</b>	<b>4.6</b>	<b>9.4</b>	<b>19.0</b>	<b>0.1</b>	<b>100.0</b>
<b>1962</b>									
Less than \$100,000 .....	22	745,206	47.5	6.2	5.9	8.6	28.7	3.1	100.0
\$ 100,000 to \$ 499,999.....	60	14,896,578	55.1	10.0	3.3	12.2	18.9	0.5	100.0
500,000 " 999,999.....	13	9,998,306	48.9	20.5	4.7	11.5	13.7	0.7	100.0
1,000,000 " 2,499,999.....	26	38,595,607	53.0	15.3	6.2	8.4	16.8	0.3	100.0
2,500,000 " 4,999,999.....	5	16,079,862	48.5	17.9	3.0	12.4	18.2	—	100.0
5,000,000 and over .....	17	212,712,462	41.1	25.6	5.1	10.9	17.3	—	100.0
<b>All sizes, totals .....</b>	<b>143</b>	<b>293,028,021</b>	<b>44.0</b>	<b>22.8</b>	<b>5.1</b>	<b>10.8</b>	<b>17.2</b>	<b>0.1</b>	<b>100.0</b>

<sup>1</sup> Excluding billings for market surveys and other services not commissionable.

**TABLE 6. Percentage Distribution of Advertising Billings by Medium, 1962**  
(Agencies classified by Amount of Total Annual Billings)

Amount of annual billings	Number of firms	Total advertising billings <sup>1</sup>	Distribution of advertising billings					
			Publishations	Television	Other visual	Radio	Other	Total
		\$	per cent					
Less than \$100,000 .....	22	787,180	66.0	6.5	8.1	8.3	11.1	100.0
\$ 100,000 to \$ 499,999.....	60	15,500,650	65.9	10.9	3.8	12.6	6.8	100.0
500,000 " 999,999.....	13	10,265,829	56.9	21.1	5.3	11.8	4.9	100.0
1,000,000 " 2,499,999.....	26	39,109,519	63.0	17.2	7.4	9.0	3.4	100.0
2,500,000 " 4,999,999.....	5	16,144,296	56.9	22.2	3.5	12.8	4.6	100.0
5,000,000 and over .....	17	213,855,402	49.5	31.8	6.4	11.8	0.5	100.0
<b>All sizes, totals.....</b>	<b>143</b>	<b>295,662,876</b>	<b>52.8</b>	<b>27.8</b>	<b>6.3</b>	<b>11.5</b>	<b>1.6</b>	<b>100.0</b>

<sup>1</sup> Excluding billings for market surveys, research and other fees, but including production work by agency staff.

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## ADVERTISING AGENCIES

1963

During 1963, 143 advertising agencies operated in Canada through 228 offices. Their total billings to clients at \$302,851,514 were 1.4% higher than billings of \$298,584,954 by the same number of agencies for the previous year. Gross revenue from billings and other items was \$50,465,061, an increase of 2.3% over the previous year's \$49,348,113. Of the amount of billings made, \$296,762,297 was for publications, television, radio and other kinds of advertising on a commission or fee basis, leaving \$6,089,217 for market surveys, research and other fees, and production work by agency staff.

Gross revenue from total billings and other items (\$50,465,061) was 16.7% of total billings compared with a ratio of 16.5% in 1962. Advertising placed for clients on a commission or fee basis accounted for 87.7% (\$44,270,021) of total revenue; the remainder (\$6,195,040) was obtained from research, production and other sources. A few agencies were unable to exclude cash discounts and other non-operating revenue from their calculations. In a few cases, respondents could not exclude some small non-commissionable items from commissionable billings. Net revenue before income taxes increased by 0.4% to \$3,703,968 and represented 7.3% of gross revenue compared with 7.5% in 1962.

Of the 143 firms reporting, 23 with total billings of \$14,333,787 had losses for the year averaging \$13,729 per firm, compared with average losses of

\$12,147 and billings of \$31,461,079 reported by 27 firms in 1962. The remaining firms reported an average net profit of \$33,497 and total billings of \$288,517,727, compared with average profit of \$34,622 for 116 firms reporting billings of \$267,123,875 in 1962.

Advertising agencies paid \$31,157,259 in salaries, wages, commissions and bonuses in 1963. This was 0.7% higher than the \$30,932,144 paid in 1962 and represented 61.7% of gross revenue, compared with 62.7% for the previous year.

In 1963, commissionable billings and billings for production work by agency staff, as distributed by medium and kind of service (total of \$299,314,241) shows that 83.1% went for space and time charges and 16.9% for production costs as compared with 82.6% and 17.4%, respectively, in 1962. Table 6 shows the percentage distribution by medium of the same statistical items.

The distribution of commissionable billings by medium was as follows (1962 percentages in brackets): publications 42.2% (44.0%), television 26.3% (22.8%), other visual 4.6% (5.1%), radio 10.7% (10.8%) and production, art work, printing, etc., 16.2% (17.2%).

More detailed information may be obtained from the tables that follow.

Advertising Billings to Clients by Medium and Kind of Service

Medium	Space or time		Production		Total	
	Amount	Per cent	Amount	Per cent	Amount	Per cent
	\$		\$		\$	
Publications .....	125, 153, 278	83.1	25, 513, 502	16.9	150, 666, 780	100.0
Television .....	78, 072, 774	83.2	15, 803, 497	16.8	93, 876, 271	100.0
Other visual .....	13, 527, 867	82.0	2, 963, 579	18.0	16, 491, 446	100.0
Radio .....	31, 736, 050	92.9	2, 432, 784	7.1	34, 168, 834	100.0
Other .....	112, 166	2.7	3, 998, 744	97.3	4, 110, 910	100.0
<b>Totals .....</b>	<b>248, 602, 135</b>	<b>83.1</b>	<b>50, 712, 106</b>	<b>16.9</b>	<b>299, 314, 241</b>	<b>100.0</b>



## MERCHANDISING AND SERVICES DIVISION

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1946-63

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income taxes)
		Commissionable billings	Market surveys, research and other fees	Production work done by agency staff	Total	Commissionable billings		Market surveys, research, other fees and revenue, and production by agency staff	Total		
						Amount	Per cent of billings		Amount	Per cent of total billings	
			dollars			\$	%	\$	\$	%	\$
1941 .....	49	..	..	..	29,224,400	..	..	..	4,823,900	16.5	..
1946 .....	57	52,079,347		90,114	52,169,461	..	..	..	8,458,430	16.2	..
1947 .....	67	64,422,777		171,897	64,594,674	..	..	..	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766		218,447	73,762,213	..	..	..	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968		291,502	86,742,470	..	..	..	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600		653,944	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752		951,833	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827		1,038,156	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916		1,381,332	144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954 .....	91	154,467,028		1,696,261	156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648
1955 .....	104	174,924,772		2,315,583	177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951
1956 .....	110	201,797,434		2,783,088	204,580,522	30,452,807	15.1	1,750,947	32,203,754	15.7	3,264,250
1957 <sup>1</sup> .....	113	222,025,288		4,058,661	226,083,949	33,377,463	15.0	2,380,299	35,757,762	15.8	2,594,206
1958 .....	123	233,789,205		3,864,833	237,654,038	35,277,406	15.1	2,846,021	38,073,427	16.0	2,710,542
1959 .....	122	250,080,021		4,065,898	254,145,919	37,678,828	15.1	3,448,130	41,126,958	16.2	2,903,109
1960 .....	131	267,756,156	2,965,464	2,018,182	272,739,802	39,993,639	14.9	5,156,750	45,150,389	16.6	2,579,769
1961 .....	134	277,805,963	2,599,375	2,156,111	282,561,449	41,253,508	14.8	4,836,139	46,089,647	16.3	2,546,633
1962 .....	143	293,028,021	2,922,078	2,634,855	298,584,954	43,496,564	14.8	5,851,549	49,348,113	16.5	3,688,187
1963 .....	143	296,762,297	3,537,273	2,551,944	302,851,514	44,270,021	14.9	6,195,040	50,465,061	16.7	3,703,968

<sup>1</sup> From 1957 figures contain some revenue which does not pertain to surveys, research or other agency services but this cannot be excluded.

.. Figures not available.

TABLE 2. Employment and Gross Revenue for Selected Years

Year	Number of firms	Gross revenue	Employees			Total amount to paid employees	Per cent of gross revenue
			Male	Female	Total		
		\$	number			\$	%
1951 .....	83	17,015,496	..	..	2,552	10,128,050	59.5
1953 .....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955 .....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956 .....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4
1957 .....	113	35,757,762	2,167	1,875	4,042	22,591,043	63.2
1958 .....	123	38,073,427	2,276	1,921	4,197	23,826,156	62.6
1959 .....	122	41,126,958	2,288	1,968	4,256	26,013,132	63.3
1960 .....	131	45,150,389	2,393	2,072	4,465	28,252,365	62.6
1961 .....	134	46,089,647	4,331 <sup>1</sup>		4,331	29,313,330	63.6
1962 .....	143	49,348,113	2,413	2,008	4,421	30,932,144	62.7
1963 .....	143	50,465,061	2,430	1,951	4,381	31,157,259	61.7

<sup>1</sup> As of last week of November 1961. Not comparable with other years.

.. Figures not available.

**TABLE 3. Employment and Net Revenue of Advertising Agencies, 1963 classified according to Amount of Total Annual Billings and Form of Organization**

Form of organization	Less than \$500,000	\$500,000 to 2,499,999	\$2,500,000 to 4,999,999	\$5,000,000 to 9,999,999	\$10,000,000 to 14,999,999	\$15,000,000 and over	Total all sizes
<b>Incorporated firms</b>							
Number of firms .....	56	41	8	6	5	5	121
Number of employees .....	248	824	317	503	917	1,377	4,186
Salaries and wages ..... \$	1,404,434	5,156,590	2,380,398	3,975,743	6,686,367	10,190,964	29,794,496
Net revenue (before income taxes) ..... \$	192,283	808,598	254,030	487,181	562,332	1,195,676	3,500,100
<b>Unincorporated firms</b>							
Number of firms .....	20	1	—	1	—	—	22
Number of employees .....	21	20	—	154	—	—	195
Salaries and wages ..... \$	59,054	<sup>1</sup>	—	<sup>1</sup>	—	—	1,362,763
Number of working proprietors .....	21	1	—	—	—	—	22
Net revenue (before proprietors' salaries and income taxes) ..... \$	140,197	<sup>1</sup>	—	<sup>1</sup>	—	—	203,868

<sup>1</sup> Withheld to avoid disclosing individual operations.

**TABLE 4. Advertising Agencies classified according to Amount of Total Billings for Selected Years**

Year	Amount of billings													
	Less than \$500,000		\$500,000 to 2,499,999		\$2,500,000 to 4,999,999		\$5,000,000 to 9,999,999		\$10,000,000 to 14,999,999		\$15,000,000 and over		Total all sizes	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
		\$		\$		\$		\$		\$		\$		\$
1951 .....	44	7,403,103	24	24,445,363	11	37,681,187			4	38,883,932			83	108,413,585
1953 .....	45	10,267,929	27	29,689,622	9	35,544,950			7	68,836,807			88	144,339,308
1954 .....	45	8,767,354	31	36,201,868	7	29,596,073			8	81,597,994			91	156,163,289
1955 .....	55	9,886,646	33	40,020,221	5	19,831,472			11	107,502,016			104	177,240,355
1956 .....	57	11,622,067	33	34,814,412	9	34,883,497			11	123,260,546			110	204,580,522
1957 .....	56	11,787,271	38	45,397,794	4	14,140,558			15	154,758,326			113	226,083,949
1958 .....	60	10,416,081	42	44,731,514	7	23,355,411			14	159,151,032			123	237,654,038
1959 .....	58	10,231,804	43	48,833,205	7	26,539,274			14	168,541,636			122	254,145,919
1960 .....	63	10,508,233	48	58,622,287	6	21,924,677			14	181,684,605			131	272,739,802
1961 .....	67	11,576,490	47	54,181,948	4	13,552,523			16	203,250,488			134	282,561,449
1962 .....	82	16,933,876	39	50,156,783	5	16,208,730	7	51,676,573	4	45,210,383	6	118,111,386	143	298,297,731
1963 .....	76	14,583,841	42	47,986,752	8	25,763,211	7	51,064,842	5	60,232,605	5	103,220,263	143	302,851,514

**TABLE 5. Percentage Distribution of Commissionable Billings by Medium, 1962 and 1963**  
(Agencies classified by Amount of Total Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings						
			Publications	Television	Other visual	Radio	Production, artwork, printing, etc.	Other	Total
		\$	per cent						
<b>1962</b>									
Less than \$500,000 .....	82	15,641,784	54.7	9.8	3.5	12.1	19.3	0.6	100.0
\$ 500,000 to \$ 2,499,999 .....	39	48,593,913	52.2	16.4	5.9	9.0	16.1	0.4	100.0
2,500,000 " 4,999,999 .....	5	16,079,862	48.5	17.9	3.0	12.4	18.2	—	100.0
5,000,000 " 9,999,999 .....	7	51,380,995	36.5	27.7	6.3	13.3	16.2	—	100.0
10,000,000 " 14,999,999 .....	4	44,494,189	40.1	26.5	4.3	12.2	16.9	—	100.0
15,000,000 and over .....	6	116,837,278	43.4	24.4	5.0	9.4	17.8	—	100.0
<b>All sizes, totals .....</b>	<b>143</b>	<b>293,028,021</b>	<b>44.0</b>	<b>22.8</b>	<b>5.1</b>	<b>10.8</b>	<b>17.2</b>	<b>0.1</b>	<b>100.0</b>
<b>1963</b>									
Less than \$500,000 .....	76	13,700,716	54.9	13.2	3.8	10.7	17.4	—	100.0
\$ 500,000 to \$ 2,499,999 .....	42	46,285,958	50.9	16.9	4.2	11.7	16.1	0.2	100.0
2,500,000 " 4,999,999 .....	8	25,233,577	43.4	28.2	3.5	8.1	16.8	—	100.0
5,000,000 " 9,999,999 .....	7	50,605,530	33.2	34.5	6.3	12.0	14.0	—	100.0
10,000,000 " 14,999,999 .....	5	59,059,610	39.6	28.2	4.0	11.2	17.0	—	100.0
15,000,000 and over .....	5	101,876,906	42.1	26.7	4.6	10.0	16.6	—	100.0
<b>All sizes, totals .....</b>	<b>143</b>	<b>296,762,297</b>	<b>42.2</b>	<b>26.3</b>	<b>4.6</b>	<b>10.7</b>	<b>16.2</b>	<sup>2</sup>	<b>100.0</b>

<sup>1</sup> Excluding billings for market surveys and other services not commissionable.

<sup>2</sup> Less than 0.05 per cent.

**TABLE 6. Percentage Distribution of Advertising Billings by Medium, 1963**  
(Agencies classified by Amount of Total Annual Billings)

Amount of annual billings	Number of firms	Total advertising billings <sup>1</sup>	Distribution of advertising billings					
			Publications	Television	Other visual	Radio	Other	Total
		\$	per cent					
Less than \$500,000 .....	76	14,158,380	64.2	14.4	4.5	11.5	5.4	100.0
\$ 500,000 to \$ 2,499,999 .....	42	46,978,611	60.4	19.1	5.0	12.1	3.4	100.0
2,500,000 " 4,999,999 .....	8	25,363,282	51.2	32.6	5.3	8.4	2.5	100.0
5,000,000 " 9,999,999 .....	7	50,759,283	38.9	41.9	6.5	12.6	0.1	100.0
10,000,000 " 14,999,999 .....	5	59,591,516	47.7	34.4	4.4	11.7	1.8	100.0
15,000,000 and over .....	5	102,463,169	50.8	32.0	6.1	11.1	—	100.0
<b>All sizes, totals .....</b>	<b>143</b>	<b>299,314,241</b>	<b>50.3</b>	<b>31.4</b>	<b>5.5</b>	<b>11.4</b>	<b>1.4</b>	<b>100.0</b>

<sup>1</sup> Excluding billings for market surveys, research and other fees, but including production work by agency staff.



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## ADVERTISING AGENCIES

1964

In 1964, 149 advertising agencies operated in Canada, an increase of six over 1963. Their total billings to clients at \$318,140,339 were 5% higher than billings of \$302,851,514 by 143 advertising agencies for the previous year. Gross revenue from billings and other items was \$53,591,932, 6.2% above the preceding year's total of \$50,465,061. Of the amount of billings made, \$311,332,070 was for publications, television, radio and other kinds of advertising on a commission or fee basis, leaving \$6,808,269 for market surveys, research and other fees, and production work done by agency staff.

Gross revenue from total billings and other items (\$53,591,932) was 16.8% of total billings compared with a ratio of 16.7% in 1963. Advertising placed for clients on a commission or fee basis accounted for 86.9% (\$46,596,607) of the total revenue; the remainder (\$6,995,325) was obtained from research, production and other sources. Net revenue increased by 10.2% to \$4,081,379 and represented 7.6% of gross revenue compared with 7.3% in 1963.

Of the 149 firms reporting, 34, with total billings of \$34,301,327 had losses for the year averaging \$10,530 per firm, compared with average losses of \$13,729 and billings of \$14,333,787 reported by 23 firms in 1963. The remaining 115

firms reported an average net profit of \$38,603 and total billings of \$283,839,012, compared with average profit of \$33,497 for 120 firms reporting billings of \$288,517,727 in the previous year.

Advertising agencies paid \$33,170,850 in salaries, wages, commissions and bonuses in 1964. This was 6.5% higher than the \$31,157,259 paid in 1963 and represented 61.9% of gross revenue, compared with 61.7% for the previous year.

In 1964, commissionable billings and billings for production work by agency staff, as distributed by medium and kind of service (total of \$314,354,627) shows that 80.8% went for space and time charges and 19.2% for production costs, as compared with 83.1% and 16.9%, respectively in 1963. Table 6 shows the percentage distribution by medium of the same statistical items.

The distribution of commissionable billings by medium was as follows (1963 percentages in brackets): publications 40.5% (42.2%), television 26.7% (26.3%), other visual 3.9% (4.6%), radio 10.5% (10.7%) and production, art work, printing, etc., 18.4% (16.2%).

More detailed information may be obtained from the tables that follow.

Advertising Billings to Clients by Medium and Kind of Service, 1964

Medium	Space or time		Production		Total	
	Amount	Per cent	Amount	Per cent	Amount	Per cent
Publications .....	125,958,883	81.5	28,519,831	18.5	154,478,714	100.0
Television .....	83,061,103	81.9	18,415,119	18.1	101,476,222	100.0
Other visual .....	12,069,319	82.4	2,576,857	17.6	14,646,176	100.0
Radio .....	32,628,349	85.9	5,346,122	14.1	37,974,471	100.0
Other .....	250,692	4.3	5,528,352	95.7	5,779,044	100.0
<b>Totals .....</b>	<b>253,968,346</b>	<b>80.8</b>	<b>60,386,281</b>	<b>19.2</b>	<b>314,354,627</b>	<b>100.0</b>

Prepared in the Merchandising and Services Division

January 1966  
6424-502

ROGER DUHAMEL, F.R.S.C., Queen's Printer and Controller of Stationery, Ottawa

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1946-64

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income taxes)
		Commissionable billings	Market surveys, research and other fees	Production work done by agency staff	Total	Commissionable billings		Market surveys, research, other fees and revenue, and production by agency staff	Total		
						Amount	Per cent of billings		Amount	Per cent of total billings	
		dollars				\$	%	\$	%	\$	
1941 .....	49	..	..	..	29,224,400	..	..	..	4,823,900	16.5	..
1946 .....	57	52,079,347	90,114		52,169,461	..	..	..	8,458,430	16.2	..
1947 .....	67	64,422,777	171,897		64,594,674	..	..	..	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766	218,447		73,762,213	..	..	..	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968	291,502		86,742,470	..	..	..	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600	653,944		96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752	951,833		108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827	1,038,156		121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916	1,381,332		144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954 .....	91	154,467,028	1,696,261		156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648
1955 .....	104	174,924,772	2,315,583		177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951
1956 .....	110	201,797,434	2,783,088		204,580,522	30,452,807	15.1	1,750,947	32,203,754	15.7	3,264,250
1957 <sup>1</sup> .....	113	222,025,288	4,058,661		226,083,949	33,377,463	15.0	2,380,299	35,757,762	15.8	2,594,206
1958 .....	123	233,789,205	3,864,833		237,654,038	35,277,406	15.1	2,846,021	38,073,427	16.0	2,710,542
1959 .....	122	250,080,021	4,065,898		254,145,919	37,678,828	15.1	3,448,130	41,126,958	16.2	2,903,109
1960 .....	131	267,756,156	2,965,464	2,018,182	272,739,802	39,993,639	14.9	5,156,750	45,150,389	16.6	2,579,769
1961 .....	134	277,805,963	2,599,375	2,156,111	282,561,449	41,253,508	14.8	4,836,139	46,089,647	16.3	2,546,633
1962 .....	143	293,028,021	2,922,078	2,634,855	298,584,954	43,496,564	14.8	5,851,549	49,348,113	16.5	3,688,187
1963 .....	143	296,762,297	3,537,273	2,551,514	302,851,514	44,270,021	14.9	6,195,040	50,465,061	16.7	3,703,968
1964 .....	149	311,332,070	3,785,712	3,022,557	318,140,339	46,596,607	15.0	6,995,325	53,591,932	16.8	4,081,379

<sup>1</sup> From 1957 figures contain some revenue which does not pertain to surveys, research or other agency services but this cannot be excluded.

.. Figures not available.

TABLE 2. Employment and Gross Revenue for Selected Years

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Per cent of gross revenue
			Male	Female	Total		
		\$	number			\$	%
1951 .....	83	17,015,496	..	..	2,552	10,128,050	59.5
1953 .....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955 .....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956 .....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4
1957 .....	113	35,757,762	2,167	1,875	4,042	22,591,043	63.2
1958 .....	123	38,073,427	2,276	1,921	4,197	23,826,156	62.6
1959 .....	122	41,126,958	2,288	1,968	4,256	26,013,132	63.3
1960 .....	131	45,150,389	2,393	2,072	4,465	28,252,365	62.6
1961 .....	134	46,089,647	4,331 <sup>1</sup>		4,331	29,313,330	63.6
1962 .....	143	49,348,113	2,413	2,008	4,421	30,932,144	62.7
1963 .....	143	50,465,061	2,430	1,951	4,381	31,157,259	61.7
1964 .....	149	53,591,932	2,375	2,078	4,453	33,170,850	61.9

<sup>1</sup> As of last week of November 1961. Not comparable with other years.

.. Figures not available.

**TABLE 3. Employment and Net Revenue of Advertising Agencies, 1964 classified according to Amount of Total Annual Billings and Form of Organization**

Form of organization	Less than \$500,000	\$500,000 to 2,499,999	\$2,500,000 to 4,999,999	\$5,000,000 to 9,999,999	\$10,000,000 to 14,999,999	\$15,000,000 and over	Total all sizes
<b>Incorporated firms</b>							
Number of firms .....	63	43	6	6	6	5	129
Number of employees .....	293	776	288	454	1,009	1,434	4,254
Salaries and wages..... \$	1,650,607	5,371,552	2,164,864	3,686,913	7,452,109	11,362,234	31,688,279
Net revenue (before income taxes)..... \$	298,949	645,851	325,577	468,011	966,020	1,172,951	3,877,359
<b>Unincorporated firms</b>							
Number of firms .....	18	1	—	—	1	—	20
Number of employees .....	25	17	—	—	157	—	199
Salaries and wages..... \$	74,667	<sup>1</sup>	—	—	<sup>1</sup>	—	1,482,571
Number of working proprietors.....	20	1	—	—	—	—	21
Net revenue (before proprietors' salaries and income taxes)..... \$	132,448	<sup>1</sup>	—	—	<sup>1</sup>	—	204,020

<sup>1</sup> Withheld to avoid disclosing individual operations.

**TABLE 4. Advertising Agencies classified according to Amount of Total Billings for Selected Years**

Year	Amount of billings										Total all sizes	
	Less than \$500,000		\$500,000 to 2,499,999		\$2,500,000 to 4,999,999		\$5,000,000 to 9,999,999		\$10,000,000 to 14,999,999		\$15,000,000 and over	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
		\$		\$		\$		\$		\$		\$
1951.....	44	7,403,103	24	24,445,363	11	37,681,187			4	38,883,932	83	108,413,585
1953.....	45	10,267,929	27	29,689,622	9	35,544,950			7	68,836,807	88	144,339,308
1954.....	45	8,767,354	31	36,201,868	7	29,596,073			8	81,597,994	91	156,163,289
1955.....	55	9,886,646	33	40,020,221	5	19,831,472			11	107,502,016	104	177,240,355
1956.....	57	11,622,067	33	34,814,412	9	34,883,497			11	123,260,546	110	204,580,522
1957.....	56	11,787,271	38	45,397,794	4	14,140,558			15	154,758,326	113	226,083,949
1958.....	60	10,416,081	42	44,731,514	7	23,355,411			14	159,151,032	123	237,654,038
1959.....	58	10,231,804	43	48,833,205	7	26,539,274			14	168,541,636	122	254,145,919
1960.....	63	10,508,233	48	58,622,287	6	21,924,677			14	181,684,605	131	272,739,802
1961.....	67	11,576,490	47	54,181,948	4	13,552,523			16	203,250,488	134	282,561,449
1962.....	82	16,933,876	39	50,156,783	5	16,208,730	7	51,676,573	4	45,210,383	6	118,111,386
1963.....	76	14,583,841	42	47,986,752	8	25,763,211	7	51,064,842	5	60,32,605	5	103,220,263
1964.....	81	14,952,983	44	48,810,741	6	22,613,840	6	38,045,815	7	81,996,934	5	111,720,026



**TABLE 5. Percentage Distribution of Commissionable Billings by Medium, 1963 and 1964**  
(Agencies classified by Amount of Total Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings						
			Publications	Television	Other visual	Radio	Production, artwork, printing, etc.	Other	Total
		\$	per cent						
<b>1963</b>									
Less than \$500,000 .....	76	13,700,716	54.9	13.2	3.8	10.7	17.4	—	100.0
\$ 500,000 to \$ 2,499,999 .....	42	46,285,958	50.9	16.9	4.2	11.7	16.1	0.2	100.0
2,500,000 " 4,999,999 .....	8	25,233,577	43.4	28.2	3.5	8.1	16.8	—	100.0
5,000,000 " 9,999,999 .....	7	50,605,530	33.2	34.5	6.3	12.0	14.0	—	100.0
10,000,000 " 14,999,999 .....	5	59,059,610	39.6	28.2	4.0	11.2	17.0	—	100.0
15,000,000 and over .....	5	101,876,906	42.1	26.7	4.6	10.0	16.6	—	100.0
<b>All sizes, totals .....</b>	<b>143</b>	<b>296,762,297</b>	<b>42.2</b>	<b>26.3</b>	<b>4.6</b>	<b>10.7</b>	<b>16.2</b>	<b>2</b>	<b>100.0</b>
<b>1964</b>									
Less than \$500,000 .....	81	13,712,172	57.1	11.3	2.5	9.9	19.2	—	100.0
\$ 500,000 to \$ 2,499,999 .....	44	46,956,126	50.4	16.5	3.7	11.5	17.4	0.5	100.0
2,500,000 " 4,999,999 .....	6	22,109,006	42.4	27.1	3.7	8.8	18.0	—	100.0
5,000,000 " 9,999,999 .....	6	37,889,160	25.8	44.1	4.0	6.9	19.2	—	100.0
10,000,000 " 14,999,999 .....	7	80,112,038	38.3	28.3	4.0	12.8	16.6	—	100.0
15,000,000 and over .....	5	110,553,568	40.4	25.7	4.0	10.0	19.9	—	100.0
<b>All sizes, totals .....</b>	<b>149</b>	<b>311,332,070</b>	<b>40.4</b>	<b>26.7</b>	<b>3.9</b>	<b>10.5</b>	<b>18.4</b>	<b>0.1</b>	<b>100.0</b>

<sup>1</sup> Excluding billings for market surveys and other services not commissionable.

<sup>2</sup> Less than 0.05 per cent

**TABLE 6. Percentage Distribution of Advertising Billings by Medium, 1964,**  
(Agencies classified by Amount of Total Annual Billings)

Amount of annual billings	Number of firms	Total advertising billings <sup>1</sup>	Distribution of advertising billings					
			Publications	Television	Other visual	Radio	Other	Total
		\$	per cent					
Less than \$500,000 .....	81	14,390,626	68.0	11.7	4.2	10.1	6.0	100.0
\$ 500,000 to \$ 2,499,999 .....	44	47,622,840	60.4	18.6	4.7	12.0	4.3	100.0
2,500,000 " 4,999,999 .....	6	22,317,184	49.0	32.1	5.2	9.3	4.4	100.0
5,000,000 " 9,999,999 .....	6	37,939,915	31.3	55.0	4.1	7.5	2.1	100.0
10,000,000 " 14,999,999 .....	7	81,099,669	45.7	34.7	4.4	13.8	1.4	100.0
15,000,000 and over .....	5	110,984,393	50.5	31.3	5.0	13.2	—	100.0
<b>All sizes, totals .....</b>	<b>149</b>	<b>314,354,627</b>	<b>49.1</b>	<b>32.3</b>	<b>4.7</b>	<b>12.1</b>	<b>1.8</b>	<b>100.0</b>

<sup>1</sup> Excluding billings for market surveys, research and other fees, but including production work by agency staff.

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## ADVERTISING AGENCIES

1965

In 1965, 159 advertising agencies operated in Canada, an increase of 10 over 1964. Their total billings to clients at \$362,559,347 were 14% higher than billings of \$318,140,339 by 149 advertising agencies for the previous year. Gross revenue from billings and other items was \$60,994,714, 13.8% above the preceding year's total of \$53,591,932. Of the amount of billings made, \$354,650,007 was for publications, television, radio and other kinds of advertising on a commission or fee basis, leaving \$7,909,340 for market surveys, research and other fees, and production work done by agency staff.

Gross revenue from total billings and other items (\$60,994,714) was 16.8% of total billings; the same portion of billings as in 1964. Advertising placed for clients on a commission or fee basis accounted for 86.7% (\$52,883,006) of the total revenue; the remainder (\$8,111,708) was obtained from research, production and other sources. Net revenue increased by 40.0% to \$5,712,001 from \$4,081,379 and represented 9.4% of gross revenue, compared with 7.6% in 1964. The sharp rise in net revenue is due partly to improved coverage for 1965 and partly to higher revenue reported by many agencies.

Of the 159 firms reporting, 30, with total billings of \$28,041,805, had losses for the year averaging \$18,679 per firm, compared with average losses of \$10,530 and billings of \$34,301,327 reported by 34 firms in 1964. The remaining 129 firms reported an average net profit of \$48,623 and total billings of

\$334,517,542, compared with average profit of \$38,603 for 115 firms reporting billings of \$283,839,012 in the previous year.

Advertising agencies paid \$37,049,736 in salaries, wages, commissions and bonuses in 1965. This was 11.7% higher than the \$33,170,850 paid in 1964 and represented 60.7% of gross revenue, compared with 61.9% for the previous year.

In 1965, commissionable billings and billings for production work by agency staff, as distributed by medium and kind of service (total of \$358,264,704) shows that 80.3% went for space and time charges and 19.7% for production costs, as compared with 80.8% and 19.2%, respectively in 1964. Some estimating of production figures which was necessary to complete the 1964 report appears now not to have provided the correct picture. Radio production work should have been considerably less than the amount shown and the residual "other" production should have been more. It is not possible to provide revised 1964 figures. Table 6 shows the percentage distribution by medium of the same statistical items.

The distribution of commissionable billings by medium was as follows (1964 percentages in brackets): publications 39.5% (40.4%), television 27.4% (26.7%), other visual 3.7% (3.9%), radio 10.4% (10.5%) and production, art work, printing, etc., 19.0% (18.4%).

More detailed information may be obtained from the tables that follow.

Advertising Billings to Clients by Medium and Kind of Service, 1965

Medium	Space or time		Production		Total	
	Amount	Per cent	Amount	Per cent	Amount	Per cent
Publications .....	139,955,490	82.1	30,536,551	17.9	170,492,041	100.0
Television .....	97,385,224	81.1	22,712,018	18.9	120,097,242	100.0
Other visual .....	13,253,141	81.8	2,948,558	18.2	16,201,699	100.0
Radio .....	36,895,776	91.7	3,344,355	8.3	40,240,131	100.0
Other .....	259,731	2.3	10,973,860	97.7	11,233,591	100.0
<b>Totals .....</b>	<b>287,749,362</b>	<b>80.3</b>	<b>70,515,342</b>	<b>19.7</b>	<b>358,264,704</b>	<b>100.0</b>

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941 and 1946-65

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (Before deductions for income taxes)
		Commissionable billings	Market surveys, research, and other fees	Production work done by agency staff	Total	Commissionable billings		Market surveys, research, other fees and revenue, and production by agency staff	Total		
						Amount	Per cent of billings		Amount	Per cent of total billings	
		dollars				\$	%	\$	\$	%	\$
1941 .....	49	..	..	..	29,224,400	..	..	..	4,823,900	16.5	..
1946 .....	57	52,079,347	90,114		52,169,461	..	..	..	8,458,430	16.2	..
1947 .....	67	64,422,777	171,897		64,594,674	..	..	..	10,091,772	15.6	1,462,792
1948 .....	75	73,543,766	218,447		73,762,213	..	...	..	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968	291,502		86,742,470	..	..	..	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600	653,944		96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752	951,833		108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827	1,038,156		121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916	1,381,392		144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954 .....	91	154,467,028	1,696,261		156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648
1955 .....	104	174,924,772	2,315,583		177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951
1956 .....	110	201,797,434	2,783,088		204,580,522	30,452,807	15.1	1,750,947	32,203,754	15.7	3,264,250
1957 <sup>1</sup> .....	113	222,025,288	4,058,661		226,083,949	33,377,463	15.0	2,380,299	35,757,762	15.8	2,594,206
1958 .....	123	233,789,205	3,864,833		237,654,038	35,227,406	15.1	2,846,021	38,073,427	16.0	2,710,542
1959 .....	122	250,080,021	4,065,898		254,145,919	37,678,828	15.1	3,448,130	41,126,958	16.2	2,903,109
1960 .....	131	267,756,156	2,965,464	2,018,182	272,739,802	39,993,639	14.9	5,156,750	45,150,389	16.6	2,579,769
1961 .....	134	277,805,963	2,599,375	2,156,111	282,561,449	41,253,508	14.8	4,836,139	46,089,647	16.3	2,546,633
1962 .....	143	293,028,021	2,922,078	2,634,855	298,584,954	43,496,564	14.8	5,851,549	49,348,113	16.5	3,688,187
1963 .....	143	296,762,297	3,537,273	2,551,944	302,851,514	44,270,021	14.9	6,195,040	50,465,061	16.7	3,703,968
1964 .....	149	311,332,070	3,785,712	3,022,557	318,140,339	46,596,607	15.0	6,995,325	53,591,932	16.8	4,081,379
1965 .....	159	354,650,007	4,294,643	3,614,697	362,559,347	52,883,006	14.9	8,111,708	60,994,714	16.8	5,712,001

<sup>1</sup> From 1957 figures contain some revenue which does not pertain to surveys, research or other agency services but this cannot be excluded.

.. Figures not available.

TABLE 2. Employment and Gross Revenue for Selected Years

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Per cent of gross revenue
			Male	Female	Total		
		\$	number			\$	%
1951.....	83	17,015,496	..	..	2,552	10,128,050	59.5
1953.....	88	22,591,718	1,502	1,378	2,880	13,630,975	60.3
1954.....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955.....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956.....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4
1957.....	113	35,757,762	2,167	1,875	4,042	22,591,043	63.2
1958.....	123	38,073,427	2,276	1,921	4,197	23,826,156	62.6
1959.....	122	41,126,958	2,288	1,968	4,256	26,013,132	63.3
1960.....	131	45,150,389	2,393	2,072	4,465	28,252,365	62.6
1961.....	134	46,089,647	4,331 <sup>1</sup>		4,331	29,313,330	63.6
1962.....	143	49,348,113	2,413	2,008	4,421	30,932,144	62.7
1963.....	143	50,465,061	2,430	1,951	4,381	31,157,259	61.7
1964.....	149	53,591,932	2,375	2,078	4,453	33,170,850	61.9
1965.....	159	60,994,714	2,491	2,207	4,698	37,049,736	60.7

<sup>1</sup> As of last week of November 1961. Not comparable with other years.

.. Figures not available.



**TABLE 3. Employment and Net Revenue of Advertising Agencies, 1965 classified according to Amount of Total Annual Billings and Form of Organization**

Form of organization	Less than \$500,000	\$500,000 to 2,499,999	\$2,500,000 to 4,999,999	\$5,000,000 to 9,999,999	\$10,000,000 to 14,999,999	\$15,000,000 and over	Total all sizes
<b>Incorporated firms</b>							
Number of firms .....	63	51	6	6	7	5	138
Number of employees .....	273	866	301	395	1,143	1,506	4,484
Salaries and wages .....	\$ 1,653,973	6,588,843	2,542,605	3,396,325	8,798,504	12,406,187	35,386,437
Net revenue (before income taxes) .....	\$ 236,547	1,047,796	139,644	438,641	1,502,632	2,107,602	5,472,862
<b>Unincorporated firms</b>							
Number of firms .....	18	2	—	—	1	—	21
Number of employees .....	20	22	—	—	172	—	214
Salaries and wages .....	\$ 52,577	<sup>1</sup>	—	—	<sup>1</sup>	—	1,663,299
Number of working proprietors .....	21	4	—	—	—	—	25
Net revenue (before proprietors' salaries and income taxes) .....	\$ 129,178	<sup>1</sup>	—	—	<sup>1</sup>	—	239,139

<sup>1</sup> Withheld to avoid disclosing individual operations.

**TABLE 4. Advertising Agencies classified according to Amount of Total Billings for Selected Years**

Year	Amount of billings													
	Less than \$500,000		\$500,000 to 2,499,999		\$2,500,000 to 4,999,999		\$5,000,000 to 9,999,999		\$10,000,000 to 14,999,999		\$15,000,000 and over		Total all sizes	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
		\$		\$		\$		\$		\$		\$		\$
1951 .....	44	7,403,103	24	24,445,363	11	37,681,187			4	38,883,932			83	108,413,585
1953 .....	45	10,267,929	27	29,689,622	9	35,544,950			7	68,836,807			88	144,339,308
1954 .....	45	8,767,354	31	36,201,868	7	29,596,073			8	81,597,994			91	156,163,289
1955 .....	55	9,886,646	33	40,020,221	5	19,831,472			11	107,502,016			104	177,240,355
1956 .....	57	11,622,067	33	34,814,412	9	34,883,497			11	123,260,546			110	204,580,522
1957 .....	56	11,787,271	38	45,397,794	4	14,140,558			15	154,758,326			113	226,083,949
1958 .....	60	10,416,081	42	44,731,514	7	23,355,411			14	159,151,032			123	237,654,038
1959 .....	58	10,231,804	43	48,833,205	7	26,539,274			14	168,541,636			122	254,145,919
1960 .....	63	10,508,233	48	58,622,287	6	21,924,677			14	181,684,605			131	272,739,802
1961 .....	67	11,576,490	47	54,181,948	4	13,552,523			16	203,250,488			134	282,561,449
1962 <sup>†</sup> .....	82	16,735,567	39	50,209,839	5	16,403,100	7	51,806,280	4	45,180,604	6	118,249,564	143	298,584,954
1963 .....	76	14,583,841	42	47,986,752	8	25,763,211	7	51,064,842	5	60,232,605	5	103,220,263	143	302,851,514
1964 .....	81	14,952,983	44	48,810,741	6	22,613,840	6	38,045,815	7	81,996,934	5	111,720,026	149	318,140,339
1965 .....	81	14,086,483	53	63,049,366	6	23,440,169	6	37,500,729	8	99,217,663	5	125,264,937	159	362,559,347

**TABLE 5. Percentage Distribution of Commissionable Billings by Medium, 1964 and 1965**

(Agencies classified by Amount of Total Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings						
			Publications	Television	Other visual	Radio	Production, artwork, printing, etc.	Other	Total
		\$	per cent						
1964									
Less than \$500,000.....	81	13,712,172	57.1	11.3	2.5	9.9	19.2	—	100.0
\$ 500,000 to \$ 2,499,999 .....	44	46,956,126	50.4	16.5	3.7	11.5	17.4	0.5	100.0
2,500,000 " 4,999,999 .....	6	22,109,006	42.4	27.1	3.7	8.8	18.0	—	100.0
5,000,000 " 9,999,999 .....	6	37,889,160	25.8	44.1	4.0	6.9	19.2	—	100.0
10,000,000 " 14,999,999 .....	7	80,112,038	38.3	28.3	4.0	12.8	16.6	—	100.0
15,000,000 and over .....	5	110,553,568	40.4	25.7	4.0	10.0	19.9	—	100.0
All sizes, totals .....	149	311,332,070	40.4	26.7	3.9	10.5	18.4	0.1	100.0
1965									
Less than \$500,000.....	81	12,860,244	54.3	9.6	5.2	11.6	19.1	0.2	100.0
\$ 500,000 to \$ 2,499,999 .....	53	60,887,945	49.8	18.9	3.6	11.4	16.0	0.3	100.0
2,500,000 " 4,999,999 .....	6	22,926,494	38.8	29.4	3.5	9.9	18.2	0.2	100.0
5,000,000 " 9,999,999 .....	6	37,147,669	25.5	46.7	2.6	8.0	17.2	—	100.0
10,000,000 " 14,999,999 .....	8	97,359,973	34.9	31.2	4.0	11.6	18.3	—	100.0
15,000,000 and over .....	5	123,467,682	40.7	24.4	3.9	9.7	21.3	—	100.0
All sizes, totals .....	159	354,650,007	39.5	27.4	3.7	10.4	18.9	0.1	100.0

<sup>1</sup> Excluding billings for market surveys and other services not commissionable.**TABLE 6. Percentage Distribution of Advertising Billings by Medium, 1965**

(Agencies classified by Amount of Total Annual Billings)

Amount of annual billings	Number of firms	Total advertising billings <sup>1</sup>	Distribution of advertising billings					
			Publications	Television	Other visual	Radio	Other	Total
		\$	per cent					
Less than \$500,000.....	81	13,411,487	64.7	10.4	6.8	11.8	6.3	100.0
\$ 500,000 to \$ 2,499,999 .....	53	61,919,403	58.4	21.8	4.8	11.8	3.2	100.0
2,500,000 " 4,999,999 .....	6	23,124,299	44.5	34.1	3.9	10.6	6.9	100.0
5,000,000 " 9,999,999 .....	6	37,215,288	31.2	55.7	2.6	8.6	1.9	100.0
10,000,000 " 14,999,999 .....	8	98,448,284	43.2	38.5	4.2	12.9	1.2	100.0
15,000,000 and over .....	5	124,145,943	49.3	31.2	5.1	10.5	3.9	100.0
All sizes, totals .....	159	358,264,704	47.6	33.6	4.5	11.2	3.1	100.0

<sup>1</sup> Excluding billings for market surveys, research and other fees, but including production work by agency staff.

CATALOGUE No.

63-201

## DOMINION BUREAU OF STATISTICS

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## ADVERTISING AGENCIES

1966

In 1966, 165 advertising agencies operated in Canada, an increase of 6 over 1965. Their total billings to clients at \$402,175,869 were 10.9% higher than billings of \$362,559,347 by 159 agencies for the previous year. Gross revenue from billings and other items was \$66,915,185, 9.7% above the preceding year's total of \$60,994,714. Of the amount of billings made, \$392,542,021 was for publications, television, radio and other kinds of advertising on a commission or fee basis, leaving \$9,633,848 for market surveys, research and other fees, and production work done by agency staff.

Gross revenue from total billings and other items (\$66,915,185) was 16.6% of total billings, compared with a ratio of 16.8% in 1965. Advertising placed for clients on a commission or fee basis accounted for 85.3% (\$57,082,209) of the total revenue; the remainder (\$9,832,976) was obtained from research, production and other sources. Net revenue increased by 15.2% to \$6,578,493 and represented 9.8% of gross revenue, compared with 9.4% in 1965.

Of the 165 firms reporting, 27 with total billings of \$18,026,455 had losses for the year averaging \$14,122 per firm, compared with average losses of \$18,679 and billings of \$28,041,805 reported by 30 firms in 1965. The remaining 138 firms

reported an average net profit of \$50,570 and total billings of \$384,149,414, compared with average profit of \$48,623 for 129 firms reporting billings of \$334,517,542 in the previous year.

Advertising agencies paid \$40,771,172 in salaries, wages, commissions and bonuses in 1966. This was 10.0% higher than the \$37,049,736 paid in 1965 and represented 60.9 per cent of gross revenue compared with 60.7% for the previous year.

In 1966, commissionable billings and billings for production work by agency staff, distributed by medium and kind of service (total of \$396,687,409) shows that 79.7% went for space and time charges and 20.3% for production costs, compared with 80.3% and 19.7% respectively in 1965. Table 6 shows the percentage distribution by medium of the same statistical items.

The distribution of commissionable billings by medium was as follows: (1965 percentages in brackets): publications 38.8% (39.5%), television 27.8% (27.4%), other visual 3.4% (3.7%), radio 10.5% (10.4%) and production, art work, printing, etc., 19.5% (19.0%).

More detailed information may be obtained from tables that follow.

Advertising Billings to Clients by Medium and Kind of Service, 1966

Medium	Space or time		Production		Total	
	Amount	Per cent	Amount	Per cent	Amount	Per cent
Publications .....	152,327,704	81.1	35,556,524	18.9	187,884,228	100.0
Television .....	109,289,023	80.3	26,850,280	19.7	136,139,303	100.0
Other visual .....	13,332,420	78.7	3,610,719	21.3	16,943,139	100.0
Radio .....	41,221,134	90.4	4,371,107	9.6	45,592,241	100.0
Other .....	36,186	0.4	10,092,312	99.6	10,128,498	100.0
<b>Totals .....</b>	<b>316,206,467</b>	<b>79.7</b>	<b>80,480,942</b>	<b>20.3</b>	<b>396,687,409</b>	<b>100.0</b>



TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941, 1946 and 1948-66

Year	Number of firms	Amount of billings				Gross revenue on					Net revenue (before deductions for income taxes)
		Commissionable billings	Market surveys, research and other fees	Production work done by agency staff	Total	Commissionable billings		Market surveys, research, other fees and revenue, and production by agency staff	Total		
						Amount	Per cent of billings		Amount	Per cent of total billings	
		dollars				\$	%	\$	\$	%	\$
1941 .....	49	..	..	..	29,224,400	..	..	..	4,823,900	16.5	..
1946 .....	57	52,079,347	90,114		52,169,461	..	..	..	8,458,430	16.2	..
1948 .....	75	73,543,766	218,447		73,762,213	..	..	..	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968	291,502		86,742,470	..	..	..	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600	653,944		96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752	951,833		108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827	1,038,156		121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916	1,381,392		144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954 .....	91	154,467,028	1,696,261		156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648
1955 .....	104	174,924,772	2,315,583		177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951
1956 .....	110	201,797,434	2,783,088		204,580,522	30,452,807	15.1	1,750,947	32,203,754	15.7	3,264,250
1957 <sup>1</sup> .....	113	222,025,288	4,058,661		226,083,949	33,377,463	15.0	2,380,299	35,757,762	15.8	2,594,206
1958 .....	123	233,789,205	3,864,833		237,654,038	35,227,406	15.1	2,846,021	38,073,427	16.0	2,710,542
1959 .....	122	250,080,021	4,065,898		254,145,919	37,678,828	15.1	3,448,130	41,126,958	16.2	2,903,109
1960 .....	131	267,756,156	2,965,464	2,018,182	272,739,802	39,993,639	14.9	5,156,750	45,150,389	16.6	2,579,769
1961 .....	134	277,805,963	2,599,375	2,156,111	282,561,449	41,253,508	14.8	4,836,139	46,089,647	16.3	2,546,633
1962 .....	143	293,028,021	2,922,078	2,634,855	298,584,954	43,496,564	14.8	5,851,549	49,348,113	16.5	3,688,187
1963 .....	143	296,762,297	3,537,273	2,551,944	302,851,514	44,270,021	14.9	6,195,040	50,465,061	16.7	3,703,968
1964 .....	149	311,332,070	3,785,712	3,022,557	318,140,339	46,596,607	15.0	6,995,325	53,591,932	16.8	4,081,379
1965 .....	159	354,650,007	4,294,643	3,614,697	362,559,347	52,883,006	14.9	8,111,708	60,994,714	16.8	5,712,001
1966 .....	165	392,542,021	5,488,460	4,145,388	402,175,869	57,082,209	14.5	9,832,976	66,915,185	16.6	6,578,493

<sup>1</sup> From 1957, figures contain some revenue which does not pertain to surveys, research or other agency services but this cannot be excluded.

.. Figures not available.

TABLE 2. Employment and Gross Revenue for Selected Years

Year	Number of firms	Gross revenue	Employees			Total amount paid to employees	Per cent of gross revenue
			Male	Female	Total		
		\$	number			\$	%
1951 .....	83	17,015,496	..	..	2,552	10,128,050	59.5
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955 .....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956 .....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4
1957 .....	113	35,757,762	2,167	1,875	4,042	22,591,043	63.2
1958 .....	123	38,073,427	2,276	1,921	4,197	23,826,156	62.6
1959 .....	122	41,126,958	2,288	1,968	4,256	26,013,132	63.3
1960 .....	131	45,150,389	2,393	2,072	4,465	28,252,365	62.6
1961 .....	134	46,089,647	4,331 <sup>1</sup>		4,331	29,313,330	63.6
1962 .....	143	49,348,113	2,413	2,008	4,421	30,932,144	62.7
1963 .....	143	50,465,061	2,430	1,951	4,381	31,157,259	61.7
1964 .....	149	53,591,932	2,375	2,078	4,453	33,170,850	61.9
1965 .....	159	60,994,714	2,491	2,207	4,698	37,049,736	60.7
1966 .....	165	66,915,185	2,574	2,399	4,973	40,771,172	60.9

<sup>1</sup> As of last week of November 1961. Not comparable with other years.

.. Figures not available.

**TABLE 3. Employment and Net Revenue of Advertising Agencies, 1966 classified according to Amount of Total Annual Billings and Form of Organization**

Form of organization	Less than \$500,000	\$500,000 to 2,499,999	\$2,500,000 to 4,999,999	\$5,000,000 to 9,999,999	\$10,000,000 to 14,999,999	\$15,000,000 and over	Total all sizes
<b>Incorporated firms</b>							
Number of firms .....	58	52	10	7	4	8	139
Number of employees .....	248	819	344	544	653	2,155	4,763
Salaries and wages .....	\$ 1,318,356	6,552,682	2,808,887	4,593,605	5,174,888	18,774,030	39,222,448
Net revenue (before income taxes) .....	\$ 162,152	780,329	832,206	764,716	425,384	3,387,626	6,352,413
<b>Unincorporated firms</b>							
Number of firms .....	25	—	—	—	1	—	26
Number of employees .....	35	—	—	—	175	—	210
Salaries and wages .....	\$ x	—	—	—	x	—	1,548,724
Number of working proprietors .....	25	—	—	—	—	—	25
Net revenue (before proprietors' salaries and income taxes) .....	\$ x	—	—	—	x	—	226,080

x Confidential to meet secrecy requirements of the Statistics Act.  
— Nil or zero.

**TABLE 4. Advertising Agencies classified according to Amount of Total Billings for Selected Years**

Year	Amount of billings													
	Less than \$500,000		\$500,000 to 2,499,999		\$2,500,000 to 4,999,999		\$5,000,000 to 9,999,999		\$10,000,000 to 14,999,999		\$15,000,000 and over		Total all sizes	
	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount	No. of firms	Amount
		\$		\$		\$		\$		\$		\$		\$
1951 .....	44	7,403,103	24	24,445,363	11	37,681,187			4	38,883,932			83	108,413,585
1954 .....	45	8,767,354	31	36,201,868	7	29,596,073			8	81,597,994			91	156,163,289
1955 .....	55	9,886,646	33	40,020,221	5	19,831,472			11	107,502,016			104	177,240,355
1956 .....	57	11,622,067	33	34,814,412	9	34,883,497			11	123,260,546			110	204,580,522
1957 .....	56	11,787,271	38	45,397,794	4	14,140,558			15	154,758,326			113	226,083,949
1958 .....	60	10,416,081	42	44,731,514	7	23,355,411			14	159,151,032			123	237,654,038
1959 .....	58	10,231,804	43	48,833,205	7	26,539,274			14	168,541,636			122	254,145,919
1960 .....	63	10,508,233	48	58,622,287	6	21,924,677			14	181,684,605			131	272,739,802
1961 .....	67	11,576,490	47	54,181,948	4	13,552,523			16	203,250,488			134	282,561,449
1962 <sup>†</sup> .....	82	16,735,567	39	50,209,839	5	16,403,100	7	51,806,280	4	45,180,604	6	118,249,564	143	298,584,954
1963 .....	76	14,583,841	42	47,986,752	8	25,763,211	7	51,064,842	5	60,232,605	5	103,220,263	143	302,851,514
1964 .....	81	14,952,983	44	48,810,741	6	22,613,840	6	38,045,815	7	81,996,934	5	111,720,026	149	318,140,339
1965 .....	81	14,086,483	53	63,049,366	6	23,440,169	6	37,500,729	8	99,217,663	5	125,264,937	159	362,559,347
1966 .....	83	14,790,938	52	57,915,159	10	32,603,195	7	49,148,590	5	60,758,529	8	186,959,458	165	402,175,869

**TABLE 5. Percentage Distribution of Commissionable Billings by Medium, 1965 and 1966**  
(Agencies classified by Amount of Total Annual Billings)

Year and amount of annual billings	Number of firms	Total commissionable billings <sup>1</sup>	Distribution of commissionable billings						
			Publications	Television	Other visual	Radio	Production, artwork, printing, etc.	Other	Total
		\$	per cent						
<b>1965</b>									
Less than \$500,000 .....	81	12,860,244	54.3	9.6	5.2	11.6	19.1	0.2	100.0
\$ 500,000 to \$ 2,499,999 .....	53	60,887,945	49.8	18.9	3.6	11.4	16.0	0.3	100.0
2,500,000 " 4,999,999 .....	6	22,926,494	38.8	29.4	3.5	9.9	18.2	0.2	100.0
5,000,000 " 9,999,999 .....	6	37,147,669	25.5	46.7	2.6	8.0	17.2	—	100.0
10,000,000 " 14,999,999 .....	8	97,359,973	34.9	31.2	4.0	11.6	18.3	—	100.0
15,000,000 and over .....	5	123,467,682	40.7	24.4	3.9	9.7	21.3	—	100.0
<b>All sizes, totals .....</b>	<b>159</b>	<b>354,650,007</b>	<b>39.5</b>	<b>27.4</b>	<b>3.7</b>	<b>10.4</b>	<b>18.9</b>	<b>0.1</b>	<b>100.0</b>
<b>1966</b>									
Less than \$500,000 .....	83	14,292,068	58.3	8.4	2.4	10.1	20.8	--	100.0
\$ 500,000 to \$ 2,499,999 .....	52	55,692,381	53.3	12.9	4.8	11.4	17.6	--	100.0
2,500,000 " 4,999,999 .....	10	31,878,138	39.4	26.8	3.5	7.7	22.5	0.1	100.0
5,000,000 " 9,999,999 .....	7	48,094,393	28.7	44.8	2.1	8.2	16.2	—	100.0
10,000,000 " 14,999,999 .....	5	59,981,036	30.5	35.8	3.2	11.4	19.1	—	100.0
15,000,000 and over .....	8	182,604,005	38.2	27.0	3.4	11.1	20.3	—	100.0
<b>All sizes, totals .....</b>	<b>165</b>	<b>392,542,021</b>	<b>38.8</b>	<b>27.8</b>	<b>3.4</b>	<b>10.5</b>	<b>19.5</b>	<b>--</b>	<b>100.0</b>

<sup>1</sup> Excluding billings for market surveys and other services not commissionable.

-- Amount too small to be expressed.

— Nil or zero.

**TABLE 6. Percentage Distribution of Advertising Billings by Medium, 1966**  
(Agencies classified by Amount of Total Annual Billings)

Amount of annual billings	Number of firms	Total advertising billings <sup>1</sup>	Distribution of advertising billings					
			Publications	Television	Other visual	Radio	Other	Total
		\$	per cent					
Less than \$500,000 .....	83	14,571,793	69.4	9.7	4.0	11.4	5.5	100.0
\$ 500,000 to \$ 2,499,999 .....	52	57,053,859	63.7	14.8	6.4	11.9	3.2	100.0
2,500,000 " 4,999,999 .....	10	31,997,804	47.9	36.1	3.8	8.2	4.0	100.0
5,000,000 " 9,999,999 .....	7	48,327,393	34.3	52.6	2.2	8.6	2.3	100.0
10,000,000 " 14,999,999 .....	5	60,505,315	38.0	43.4	3.7	12.8	2.1	100.0
15,000,000 and over .....	8	184,231,245	46.9	34.2	4.5	12.3	2.1	100.0
<b>All sizes, totals .....</b>	<b>165</b>	<b>396,687,409</b>	<b>47.4</b>	<b>34.3</b>	<b>4.3</b>	<b>11.5</b>	<b>2.5</b>	<b>100.0</b>

<sup>1</sup> Excluding billings for market surveys, research and other fees, but including production work by agency staff.

## DOMINION BUREAU OF STATISTICS

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## ADVERTISING AGENCIES

1967

LIBRARY

JUL 24 1969

UNIVERSITY OF TORONTO

## AGENCES DE PUBLICITÉ

1967

In 1967, 176 advertising agencies operated in Canada, an increase of 11 over 1966. Their total billings to clients at \$429,595,237 were 6.8% higher than billings of \$402,175,869 by 165 agencies for the previous year. Gross revenue from advertising billings and other items was \$72,834,604, 8.8% above the preceding year's total of \$66,915,185. Of the amount of billings made, \$420,092,360 was for publications, television, radio and other kinds of advertising on a commission or fee basis, leaving \$9,502,877 for market surveys, research and other fees, and production work done by agency staff.

Text concluded on page 2.

En 1967, il y avait 176 agences de publicité en exploitation au Canada, soit 11 de plus qu'en 1966. Leur chiffre d'affaires (\$429,595,237) dépassait de 6.8 p. 100 celui de \$402,175,869 déclaré par 165 agences en 1966. Les recettes brutes au titre de la publicité et à des autres postes ont été de \$72,834,604 soit 8.8 p. 100 de plus que le total de \$66,915,185 de l'année précédente. Les publications, la télévision, la radio et les autres genres de publicité à la commission ou à prix fixe sont intervenus pour \$420,092,360. Le reste (\$9,502,877) provenait des études des marchés, des recherches et autres frais et du travail de production exécuté par le personnel des agences.

Fin du texte à la page 2.

Advertising Billings to Clients by Medium and Kind of Service, 1967

Chiffre d'affaires de publicité, par support et genre de service, 1967

Medium -- Support	Space or time -- Espace ou temps		Production		Total	
	Amount	Per cent	Amount	Per cent	Amount	Per cent
	Montant	Pourcentage	Montant	Pourcentage	Montant	Pourcentage
	dollars		dollars		dollars	
Publications .....	156,221,217	81.4	35,800,819	18.6	192,022,036	100.0
Television -- Télévision	122,342,013	83.1	24,896,302	16.9	147,238,315	100.0
Other visual -- Autres moyens visuels .....	14,759,411	82.1	3,213,267	17.9	17,972,678	100.0
Radio .....	47,557,888	90.3	5,111,792	9.7	52,669,680	100.0
Sales promotion -- Matériel de stimulation de la vente .....	1,390,920	10.3	12,107,177	89.7	13,498,097	100.0
Other -- Autres .....	70,089	4.9	1,374,875	95.1	1,444,964	100.0
Total .....	342,341,538	80.6	82,504,232	19.4	424,845,770	100.0

Merchandising and Services Division

Division du commerce et des services

July - 1969 - Juillet  
6403-525

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Gross revenue from advertising billings and other items (\$72,834,604) was 17.0% of total billings, compared with a ratio of 16.6% in 1966. Advertising placed for clients on a commission or fee basis accounted for 86.7% (\$63,118,282) of the total revenue; the remainder (\$9,716,322) was obtained from research, production and other sources. Net revenue decreased by 8.5% to \$6,019,603 and represented 8.3% of gross revenue, compared with 9.8% in 1966.

Of the 176 firms reporting, 28 with total billings of \$15,852,358 had losses for the year averaging \$10,451 per firm, compared with average losses of \$14,122 and billings of \$18,026,455 reported by 27 firms in 1966. The remaining 148 firms reported an average net profit of \$42,650 and total billings of \$413,742,879, compared with average profit of \$50,570 for 138 firms reporting billings of \$384,149,414 in the previous year.

Advertising agencies paid \$44,034,036 in salaries, wages, commissions and bonuses in 1967. This was 8.0% higher than the \$40,771,172 paid in 1966 and represented 60.5% of gross revenue compared with 60.9% for the previous year.

In 1967, commissionable billings and billings for production work by agency staff, distributed by medium and kind of service (total of \$424,845,770) shows that 80.6% went for space and time charges and 19.4% for production costs, compared with 79.7% and 20.3% respectively in 1966. Table 6 shows the percentage distribution by medium of the same statistical items.

The distribution of commissionable billings by medium was as follows: (1966 percentages in brackets): Publications 37.2% (38.8%), television 29.1% (27.8%), other visual 3.5% (3.4%), radio 11.3% (10.5%), production, art work, printing, etc., 18.5% (19.5%) and other 0.4%.

More detailed information may be obtained from tables that follow.

#### SYMBOLS

The following standard symbols are used in Dominion Bureau of Statistics publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- P preliminary figures.
- r revised figures.
- x confidential to meet secrecy requirements of the Statistics Act.

Les recettes brutes provenant de la publicité et des autres postes (\$72,834,604) constituaient 17.0 p. 100 du chiffre d'affaires, contre 16.6 p. 100 en 1966. La publicité à la commission ou à prix fixe constituait 86.7 p. 100 (\$63,118,282) des recettes globales; le reste (\$9,716,322) provenait des recherches, de la production et d'autres sources. Les recettes nettes ont diminué de 8.5 p. 100; elles étaient de \$6,019,603, soit 8.3 p. 100 des recettes brutes (9.8 p. 100 en 1966).

Il y a eu 176 agences qui ont fait une déclaration. Vingt-huit d'entre elles (ayant un chiffre d'affaires de \$15,852,358) ont accusé des pertes, dont la moyenne était de \$10,451; en 1966, 27 agences (chiffre d'affaires de \$18,026,455) ont accusé une perte moyenne de \$14,122. Les 148 autres agences ont déclaré un bénéfice net moyen de \$42,650 et un chiffre d'affaires global de \$413,742,879, contre \$50,570 et \$384,149,414 pour 138 agences l'année précédente.

En 1967, les agences de publicité ont payé \$44,034,036 en traitements, salaires, commissions et gratifications. Ce chiffre dépasse de 8.0 p. 100 celui de 1966 (\$40,771,172) et représente 60.5 p. 100 des recettes brutes, contre 60.9 p. 100 l'année précédente.

La répartition du chiffre d'affaires de publicité à la commission et du travail de production exécuté par le personnel des agences en 1967 (\$424,845,770) indique que 80.6 p. 100 provenait de la location d'espace et de temps et 19.4 p. 100, du travail de production, contre 79.7 p. 100 et 20.3 p. 100 respectivement en 1966. Le Tableau 6 en donne la répartition proportionnelle par support publicitaire.

Voici la répartition du chiffre d'affaires de la publicité à la commission par support publicitaire: publications, 37.2 p. 100 (38.8 p. 100 en 1966); télévision, 29.1 p. 100 (27.8 p. 100); autres moyens visuels, 3.5 p. 100 (3.4 p. 100); radio, 11.3 p. 100 (10.5 p. 100); production, réalisations graphiques, impression, etc., 18.5 p. 100 (19.5 p. 100) et autres, 0.4 p. 100.

Les tableaux qui suivent contiennent des renseignements plus détaillés.

#### SIGNES CONVENTIONNELS

Les signes conventionnels suivants sont employés uniformément dans les publications du Bureau fédéral de la statistique:

- .. nombres indisponibles.
- ... n'ayant pas lieu de figurer.
- néant ou zéro.
- nombres infimes.
- P nombres provisoires.
- r nombres rectifiés.
- x confidentiel en vertu des dispositions de la Loi sur la statistique relatives au secret.

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941, 1946 and 1948-1967

TABLEAU 1. Statistique récapitulative des agences de publicité au Canada 1941, 1946 et 1948-1967

Year -- Année	Number of firms -- Nombre d'agences	Amount of billings -- Chiffre d'affaires				Gross revenue on -- Recettes brutes au titre de						
		Commissionable billings -- Publicité à la commission	Market surveys, research and other fees -- Études des marchés et autres frais	Production work done by agency staff -- Travail de production du personnel des agences	Total	Commissionable billings -- Publicité à la commission	Market surveys, research, other fees and revenue and production by agency staff -- Études des marchés, recherches, autres frais et recettes et travail de production du personnel des agences	Total		Net revenue (Before deductions for income taxes) -- Recettes nettes (avant déduction des impôts sur le revenu)		
								Amount -- Montant	Per cent of billings -- Pourcentage du chiffre d'affaires		Amount -- Montant	Per cent of billings -- Pourcentage du chiffre d'affaires
dollars				dollars	per cent -- pourcentage	dollars	dollars	per cent -- pourcentage	dollars			
1941 .....	49	..	..	..	29,224,400	..	..	..	4,823,900	16.5	..	
1946 .....	57	52,079,347	90,114	52,169,461	..	..	..	..	8,458,430	16.2	..	
1948 .....	75	73,543,766	218,447	73,762,213	..	..	..	..	11,553,459	15.7	1,370,408	
1949 .....	74	86,450,968	291,502	86,742,470	..	..	..	..	13,526,336	15.6	1,948,453	
1950 .....	75	95,566,600	653,944	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563		
1951 .....	83	107,461,752	951,833	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015		
1952 .....	88	120,628,827	1,038,156	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195		
1953 .....	88	142,957,916	1,381,392	144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389		
1954 .....	91	154,467,028	1,696,261	156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648		
1955 .....	104	174,924,772	2,315,583	177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951		
1956 .....	110	201,797,434	2,783,088	204,580,522	30,452,807	15.1	1,750,947	32,203,754	15.7	3,264,250		
1957 (1) .....	113	222,025,288	4,058,661	226,083,949	33,377,463	15.0	2,380,299	35,757,762	15.8	2,594,206		
1958 .....	123	233,789,205	3,864,833	237,654,038	35,227,406	15.1	2,846,021	38,073,427	16.0	2,710,542		
1959 .....	122	250,080,021	4,065,898	254,145,919	37,678,828	15.1	3,448,130	41,126,958	16.2	2,903,109		
1960 .....	131	267,756,156	2,965,464	272,739,802	39,993,639	14.9	5,156,750	45,150,389	16.6	2,579,769		
1961 .....	134	277,805,963	2,599,375	282,561,469	41,253,508	14.8	4,836,139	46,089,647	16.3	2,546,633		
1962 .....	143	293,028,021	2,922,078	298,584,954	43,496,564	14.8	5,851,549	49,348,113	16.5	3,688,187		
1963 .....	143	296,762,297	3,537,273	302,851,514	44,270,021	14.9	6,195,040	50,465,061	16.7	3,703,968		
1964 .....	149	311,332,070	3,785,712	310,222,557	46,596,607	15.0	6,995,325	53,591,932	16.8	4,081,379		
1965 .....	159	354,650,007	4,294,643	361,649,997	52,883,006	14.9	8,111,708	60,994,714	16.8	5,712,001		
1966 .....	165	392,542,021	5,488,460	414,538,480	57,082,209	14.5	9,832,976	66,915,185	16.6	6,578,493		
1967 .....	176	420,092,360	4,749,467	429,595,237	63,118,282	15.0	9,716,322	72,834,604	17.0	6,019,603		

(1) From 1957, figures contain some revenue which does not pertain to surveys, research or other agency services, but this cannot be excluded. -- Depuis 1957, les chiffres comprennent certaines recettes ne provenant pas des études, des recherches ni d'autres services, des agences, mais qui ne peuvent être exclues.

TABLE 2. Employment and Gross Revenue for Selected Years

TABLEAU 2. Emploi et recettes brutes, certaines années

Year -- Année	Number of firms -- Nombre d'agences	Gross revenue -- Recettes brutes	Employees -- Employés			Total amount paid to employees -- Rémunération totale	Per cent of gross revenue -- Pourcentage des recettes brutes
			Male -- Hommes	Female -- Femmes	Total		
		dollars	number -- nombre			dollars	per cent -- pourcentage
1951 .....	83	17,015,496	..	..	2,552	10,128,050	59.5
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955 .....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956 .....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4
1957 .....	113	35,757,762	2,167	1,875	4,042	22,591,043	63.2
1958 .....	123	38,073,427	2,276	1,921	4,197	23,826,156	62.6
1959 .....	122	41,126,958	2,288	1,968	4,256	26,013,132	63.3
1960 .....	131	45,150,389	2,393	2,072	4,465	28,252,365	62.6
1961 .....	134	46,089,647	4,331(1)	4,331	8,662	29,313,330	63.6
1962 .....	143	49,348,113	2,413	2,008	4,421	30,932,144	62.7
1963 .....	143	50,465,061	2,430	1,951	4,381	31,157,259	61.7
1964 .....	149	53,591,932	2,375	2,078	4,453	33,170,850	61.9
1965 .....	159	60,994,714	2,491	2,207	4,698	37,049,736	60.7
1966 .....	165	66,915,185	2,574	2,399	4,973	40,771,172	60.9
1967 .....	176	72,834,604	2,618	2,520	5,138	44,034,036	60.5

(1) As of last week of November 1961. Not comparable with other years. -- A la dernière semaine de novembre 1961. Ne peut être comparé aux chiffres des autres années.

TABLE 3. Employment and Net Revenue of Advertising Agencies, 1967 classified according to Amount of Total Annual Billings and Form of Organization

TABLEAU 3. Emploi et recettes nettes en 1967 des agences de publicité, classées suivant leur chiffre d'affaires annuel et leur forme d'organisation

Form of organization -- Forme d'organisation	Less than \$500,000 -- Moins de \$500,000	\$500,000 - 2,499,999	\$2,500,000 - 4,999,999	\$5,000,000 - 9,999,999	\$10,000,000 - 14,999,999	\$15,000,000 and over -- et plus	Total
<u>Incorporated Firms -- Sociétés constituées</u>							
Number of firms -- Nombres d'agences .....	56	58	11	8	3	9	145
Number of employees -- Nombre d'employés .....	248	827	350	629	470	2,390	4,914
Salaries and wages -- Traitements et salaires ..... \$	1,446,845	6,695,465	3,187,046	5,398,655	4,011,978	21,427,740	42,167,729
Net revenue (before income taxes) -- Recettes nettes (avant déduction des impôts sur le revenu) ..... \$	283,553	951,472	784,237	747,608	370,247	2,617,532	5,754,649
<u>Unincorporated firms -- Sociétés non constituées</u>							
Number of firms -- Nombre d'agences .....	30	-	-	-	1	-	31
Number of employees -- Nombre d'employés .....	44	-	-	-	180	-	224
Salaries and wages -- Traitements et salaires ..... \$	x	-	-	-	x	-	1,866,307
Number of working proprietors -- Nombre de proprié- taires actifs .....	29	-	-	-	-	-	29
Net revenue (before proprietors' salaries and income taxes) -- Recettes nettes (avant déduction des traitements des propriétaires et des impôts sur le revenu) .....	x	-	-	-	x	-	264,954

TABLE 4. Advertising Agencies classified according to Amount of Total Billings for Selected Years

TABLEAU 4. Agences de publicité, classées suivant leur chiffre d'affaires en certaines années

Year -- Année	Amount of billings -- Chiffre d'affaires													
	Less than \$500,000 -- Moins de \$500,000		\$500,000 - 2,499,999		\$2,500,000 - 4,999,999		\$5,000,000 - 9,999,999		\$10,000,000 - 14,999,999		\$15,000,000 and over -- et plus		Total	
	Number of firms -- Nombre d'agen- ces	Amount -- Montant	Number of firms -- Nombre d'agen- ces	Amount -- Montant	Number of firms -- Nombre d'agen- ces	Amount -- Montant	Number of firms -- Nombre d'agen- ces	Amount -- Montant	Number of firms -- Nombre d'agen- ces	Amount -- Montant	Number of firms -- Nombre d'agen- ces	Amount -- Montant	Number of firms -- Nombre d'agen- ces	Amount -- Montant
		dollars		dollars		dollars		dollars		dollars		dollars		dollars
1951 .....	44	7,403,103	24	24,445,363	11	37,681,187			4	38,883,932			83	108,413,585
1954 .....	45	8,767,354	31	36,201,868	7	29,596,073			8	81,597,994			91	156,163,289
1955 .....	55	9,886,646	33	40,020,221	5	19,831,472			11	107,502,016			104	177,240,355
1956 .....	57	11,622,067	33	34,814,412	9	34,883,497			11	123,260,546			110	204,580,522
1957 .....	56	11,787,271	38	45,397,794	4	14,140,558			15	154,758,326			113	226,083,949
1958 .....	60	10,416,081	42	44,731,514	7	23,355,411			14	159,151,032			123	237,654,038
1959 .....	58	10,231,804	43	48,833,205	7	26,539,274			14	168,541,636			122	254,145,919
1960 .....	63	10,508,233	48	58,622,287	6	21,924,677			14	181,684,605			131	272,739,802
1961 .....	67	11,576,490	47	54,181,948	4	13,552,523			16	203,250,488			134	282,561,449
1962 .....	82	16,735,567	39	50,209,839	5	16,403,100	7	51,806,280	4	45,180,604	6	118,249,564	143	298,584,954
1963 .....	76	14,583,841	42	47,986,752	8	25,763,211	7	51,064,842	5	60,232,605	5	103,220,263	143	302,851,514
1964 .....	81	14,952,983	44	48,810,741	6	22,613,840	6	38,045,815	7	81,996,934	5	111,720,026	149	318,140,339
1965 .....	81	14,086,483	53	63,049,366	6	23,440,169	6	37,500,729	8	99,217,663	5	125,264,937	159	362,559,347
1966 .....	83	14,790,938	52	57,915,159	10	32,603,195	7	49,148,590	5	60,758,529	8	186,959,458	165	402,175,869
1967 .....	86	15,057,557	58	63,066,955	11	35,731,322	8	57,332,654	4	53,119,491	9	205,287,258	176	429,595,237

TABLE 5. Percentage Distribution of Commissionable Billings by Medium, 1966 and 1967  
(Agencies classified by Amount of Total Annual Billings)

TABLEAU 5. Répartition proportionnelle de la publicité à la commission, par support publicitaire, 1966 et 1967  
(Agences classées selon leur chiffre d'affaires annuel)

Year and amount of annual billings -- Année et chiffre d'affaires	Number of firms -- Nombre d'agen- ces	Total comis- sionable billings(1) -- Total, publicité à la commission(1)	Distribution of commissionable billings -- Répartition de la publicité à la commission						
			Publications	Television -- Télévision	Other visual -- Autres moyens visuels	Radio	Production, artwork, printing, etc. -- Production, réalisations graphiques, impression, etc.	Other -- Autres	Total
		dollars	per cent -- pourcentage						
<u>1966</u>									
Less than \$500,000 -- Moins de \$500,000 .....	83	14,292,068	58.3	8.4	2.4	10.1	20.8	--	100.0
\$ 500,000 - \$ 2,499,999 .....	52	55,692,381	53.3	12.9	4.8	11.4	17.6	--	100.0
2,500,000 - 4,999,999 .....	10	31,878,138	39.4	26.8	3.5	7.7	22.5	0.1	100.0
5,000,000 - 9,999,999 .....	7	48,094,393	28.7	44.8	2.1	8.2	16.2	-	100.0
10,000,000 - 14,999,999 .....	5	59,981,036	30.5	35.8	3.2	11.4	19.1	-	100.0
15,000,000 and over -- et plus .....	8	182,604,005	38.2	27.0	3.4	11.1	20.3	-	100.0
Total .....	165	392,542,021	38.8	27.8	3.4	10.5	19.5	--	100.0
<u>1967</u>									
Less than \$500,000 -- Moins de \$500,000 .....	86	14,263,055	55.9	4.8	3.6	12.2	21.0	2.5	100.0
\$ 500,000 - \$ 2,499,999 .....	58	60,402,332	48.9	14.8	5.3	10.8	19.0	1.2	100.0
2,500,000 - 4,999,999 .....	11	35,071,128	41.3	24.8	2.8	9.8	21.2	0.1	100.0
5,000,000 - 9,999,999 .....	8	56,131,368	32.2	42.8	0.7	8.6	15.7	-	100.0
10,000,000 - 14,999,999 .....	4	52,590,051	33.8	34.8	2.4	12.6	16.4	-	100.0
15,000,000 and over -- et plus .....	9	201,634,426	33.9	30.6	4.2	12.1	19.0	0.2	100.0
Total .....	176	420,092,360	37.2	29.1	3.5	11.3	18.5	0.4	100.0

(1) Excluding billings for market surveys and other services not commissionable.-- Sans les études des marchés et autres services non rémunérés à la commission.

TABLE 6. Percentage Distribution of Advertising Billings by Medium, 1967  
(Agencies classified by Amount of Total Annual Billings)

TABLEAU 6. Répartition proportionnelle du chiffre d'affaires de publicité, par support publicitaire, 1967  
(Agences classées selon leur chiffre d'affaires annuel)

Amount of annual billings -- Chiffre d'affaires annuel	Number of firms -- Nombre d'agences	Total advertising billings(1) -- Total, chiffre d'affaires de publicité(1)	Distribution of advertising billings -- Répartition du chiffre d'affaires de publicité						
			Publications	Television -- Télévision	Other visual -- Autres moyens visuels	Radio	Sales promotion material -- Matériel de stimulation de la vente	Other -- Autres	Total
		dollars	per cent -- pourcentage						
Less than \$500,000 -- Moins de \$500,000 .....	86	14,705,710	65.2	5.7	4.6	13.2	8.4	2.9	100.0
\$ 500,000 - \$ 2,499,999 .....	58	62,001,640	56.8	17.0	6.6	11.4	7.2	1.0	100.0
2,500,000 - 4,999,999 .....	11	35,183,749	49.6	30.4	3.1	10.3	5.9	0.7	100.0
5,000,000 - 9,999,999 .....	8	56,543,368	38.1	50.4	0.8	9.3	1.4	--	100.0
10,000,000 - 14,999,999 .....	4	52,858,716	42.4	40.3	3.1	13.8	0.4	-	100.0
15,000,000 and over -- et plus .....	9	203,552,587	42.2	37.0	4.9	13.5	2.3	0.1	100.0
Total .....	176	424,845,770	45.2	34.7	4.2	12.4	3.2	0.3	100.0

(1) Excluding billings for market surveys, research and other fees, but including production work by agency staff.-- Sans les études des marchés, les recherches et les autres frais, mais y compris le travail de production du personnel des agences.









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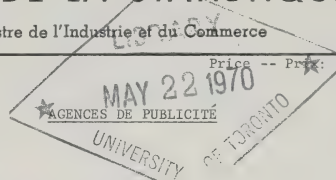
## BUREAU FÉDÉRAL DE LA STATISTIQUE

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### ADVERTISING AGENCIES

1968



### Coverage

In 1968, there were 171 advertising agencies operated in Canada, a decrease of 5 from 1967. It should be noted, that the number of agencies reporting billings exceeding \$2.5 million remained constant between 1967 and 1968. There was however, some movement of agencies between the size groups (Table 4).

### Summary of data

The 171 advertising agencies reported billings to clients totalling \$426,144,921, down 0.8% from the \$429,595,237 reported by 176 agencies in 1967. Of the billings reported \$416,627,895 was for publications, television, radio and other kinds of advertising on a commission or fee basis, leaving \$9,517,026 for market surveys, research and other fees including production work done by agency staffs (Table 1).

Text concluded on page 2.

### Champ de l'enquête

En 1968, 171 agences de publicité étaient exploitées au Canada, c'est-à-dire cinq de moins qu'en 1967. Il est à remarquer que le nombre d'agences ayant déclaré un chiffre d'affaires supérieur à 2,5 millions de dollars est resté constant de 1967 à 1968. Il s'est, cependant, produit certains déplacements entre les divers groupes de taille (tableau 4).

### Résumé des données

Les 171 agences de publicité ont déclaré avoir émis des factures pour un total de \$426,144,921, c'est-à-dire, 0.8 p. 100 de moins que les \$429,595,237 que 176 agences déclaraient en 1967. Les montants facturés se rapportaient pour \$416,627,895 à la publicité par voie de presse, à la télévision et à la radio, ainsi que par les autres formes de publicité rétribuées à la commission ou aux honoraires, ce qui laisse donc un solde de \$9,517,026 pour les enquêtes de marché, la recherche et les autres honoraires, ce qui comprend entre autres le travail de production effectué par le personnel des agences (tableau 1).

Fin du texte à la page 2.

Advertising Billings to Clients by Medium and Kind of Service, 1968

Chiffre d'affaires de publicité, par support et genre de service, 1968

Medium -- Support	Space or time -- Espace ou temps		Production		Total	
	Amount -- Montant	Per cent -- Pourcentage	Amount -- Montant	Per cent -- Pourcentage	Amount -- Montant	Per cent -- Pourcentage
	dollars		dollars		dollars	
Publications .....	148,482,715	80.7	35,623,829	19.3	184,106,544	100.0
Television -- Télévision	126,831,055	83.4	25,202,934	16.6	152,033,989	100.0
Other visual -- Autres moyens visuels .....	11,600,884	73.3	4,221,786	26.7	15,822,670	100.0
Radio .....	48,332,994	88.1	6,523,031	11.9	54,856,025	100.0
Sales promotion -- Maté- riel de stimulation de la vente .....	1,397,034	9.9	12,691,388	90.1	14,088,422	100.0
Other -- Autres .....	153,986	17.0	751,171	83.0	905,157	100.0
Total .....	336,798,668	79.8	85,014,139	20.2	421,812,807	100.0

Merchandising and Services Division

Division du commerce et des services

April - 1970 - Avril  
6403-525

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# Summary of data - Concluded

Gross revenue from commissionable billings, market surveys, research and other items was \$72,476,274, a decrease of 0.5% from the \$72,834,604 reported in 1967. This represents 17.0% of the total billings reported, equalling the percentage reported for the previous year. Advertising placed for clients on a commission or fee basis accounted for 86.4% (\$62,648,503) of the gross revenue; the remainder (\$9,827,771) was derived from market surveys and other sources. The 1968 net revenue (\$4,744,010) was down by 21.2% from the 1967 figure (\$6,019,603) and represented 6.5% of the gross revenue, compared with 8.3% for the previous year (table 1).

Of the 171 firms reported, 38 with total billings of \$43,829,966, had losses for the year averaging \$19,589 per firm compared with total billings of \$15,852,358 and average losses of \$10,451 reported by 28 firms in 1967. The remaining 133 agencies with total billings of \$382,314,955 reported an average net profit of \$41,266 per firm down from the 1967 average profit of \$42,650 for 148 firms with total billings of \$413,742,879.

Advertising agencies paid \$44,651,258 in salaries, wages, commissions and bonuses in 1968. This was 1.4% higher than the \$44,034,036 paid in 1967 and represented 61.6% of the gross revenue compared to 60.5% in the previous year (Table 2).

In 1968, commissionable billings and billings for production work done by agency staff, distributed by medium and kind of service (\$421,812,807) showed that 79.8% went for space and time charges and 20.2% for production cost (see introduction table). The comparable 1967 figure (\$424,845,770) was distributed 80.6% and 19.4% respectively. Tables 5 and 6 show the percentage distribution of commissionable and advertising billings by medium.

More detailed information may be obtained by examining the tables in this report.

## SYMBOLS

The following standard symbols are used in Dominion Bureau of Statistics publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed.
- P preliminary figures.
- r revised figures.
- x confidential to meet secrecy requirements of the Statistics Act.

# Résumé des données - fin

Le revenu brut provenant des factures à la commission, des enquêtes de marché, de la recherche et d'autres activités se montait à \$72,476,274, soit 0.5 p. 100 de moins que les \$72,834,604 déclarés en 1967. Cela représente 17.0 p. 100 du chiffre d'affaires total déclaré, c'est-à-dire le même taux que celui qui avait été constaté pour l'année précédente. La publicité placée pour le compte des clients à la commission ou contre versement d'honoraires représentait 86.4 p. 100 (\$62,648,503) du revenu brut; le solde (\$9,827,771) provenait des enquêtes de marché et autres sources. En 1968, le revenu net (\$4,744,010) a baissé de 21.2 p. 100 par rapport au chiffre de 1967 (6,019,603) et représentait 6.5 p. 100 du revenu brut, au lieu de 8.3 p. 100 l'année précédente (tableau 1).

Parmi les 171 entreprises en question, il s'en est trouvé 38, pour un chiffre d'affaires total de \$43,829,966, qui ont subi des pertes moyennes de \$19,589 chacune pour l'année, alors qu'en 1967, il s'agissait d'un chiffre d'affaires total de \$15,852,358 et d'une perte annuelle moyenne de \$10,451 pour chacune des 28 entreprises déficitaires. Les 133 entreprises restantes, dont le chiffre d'affaires total se montait à \$382,314,955, ont déclaré un bénéfice moyen de \$41,266 par entreprise, c'est-à-dire moins que le bénéfice moyen de \$42,650 par entreprise qui se rapportait en 1967 à 148 entreprises, pour un chiffre d'affaires total de \$413,742,879.

Les agences de publicité ont versé en 1968 \$44,651,258 sous forme de rémunérations, commissions et primes. Ce montant était supérieur de 1.4 p. 100 aux \$44,034,036 versés en 1967, et représentait 61.6 p. 100 du revenu brut, contre 60.5 p. 100 l'année précédente (tableau 2).

En 1968, les factures à la commission et les factures pour travaux de prospection effectués par le personnel des agences, répartis d'après les supports publicitaires et d'après le genre de service (\$421,812,807) indiquaient que 79.8 p. 100 du total concernaient des frais de location de temps et d'espace publicitaires, et 20.2 p. 100 concernaient des coûts de production (se reporter au tableau d'introduction). Pour 1967, le montant correspondant (\$424,845,770) était réparti entre 80.6 p. 100 et 19.4 p. 100 respectivement. Aux tableaux 5 et 6, on trouvera la répartition en pourcentages des factures à la commission et des factures de publicité par support.

L'étude des tableaux compris dans la présente publication permettra de se renseigner avec plus de détail.

## SIGNES CONVENTIONNELS

Les signes conventionnels suivants sont employés uniformément dans les publications du Bureau fédéral de la statistique:

- .. nombres indisponibles.
- ... n'ayant pas lieu de figurer.
- néant ou zéro.
- nombres infimes.
- P nombres provisoires
- r nombres rectifiés.
- x confidentiel en vertu des dispositions de la Loi sur la statistique relatives au secret.

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1941, 1946 and 1948-1968

TABLEAU 1. Statistique récapitulative des agences de publicité au Canada 1941, 1946 et 1948-1968

Year -- Année	Number of firms -- Nombre d'agences	Amount of billings -- Chiffre d'affaires				Gross revenue on -- Recettes brutes au titre de					
		Commission- able billings -- Publicité à la commission	Market surveys, research and other fees -- Études des marchés et autres frais	Production work done by agency staff -- Travail de production du personnel des agences	Total	Commissionable billings -- Publicité à la commission	Market surveys, research, other fees and revenue and production by agency staff -- Études des marchés, recherches, autres frais et recettes et travail de production du personnel des agences			Net revenue (Before deductions for income taxes) -- Recettes nettes (avant déduction des impôts sur le revenu)	
							Total		Amount Montant		Per cent of billings Pourcentage du chiffre d'affaires
							Amount Montant	Per cent of billings Pourcentage du chiffre d'affaires			
dollars	dollars	dollars	dollars	dollars							
1941 .....	49	..	..	..	29,224,400	..	..	..	4,823,900	16.5	..
1946 .....	57	52,079,347	90,114	..	52,169,461	..	..	..	8,458,430	16.2	..
1948 .....	75	73,543,766	218,447	..	73,762,213	..	..	..	11,553,459	15.7	1,370,408
1949 .....	74	86,450,968	291,502	..	86,742,470	..	..	..	13,526,336	15.6	1,948,453
1950 .....	75	95,566,600	633,944	..	96,220,544	14,443,707	15.1	568,965	15,012,672	15.6	2,075,563
1951 .....	83	107,461,752	951,833	..	108,413,585	16,255,059	15.1	760,437	17,015,496	15.7	2,328,015
1952 .....	88	120,628,827	1,038,156	..	121,666,983	18,246,232	15.1	814,029	19,060,261	15.7	2,535,195
1953 .....	88	142,957,916	1,381,392	..	144,339,308	21,558,551	15.1	1,033,167	22,591,718	15.7	2,959,389
1954 .....	91	154,467,028	1,696,261	..	156,163,289	23,229,612	15.0	1,349,557	24,579,169	15.7	2,337,648
1955 .....	104	174,924,772	2,315,583	..	177,240,355	26,468,551	15.1	1,221,103	27,689,654	15.6	2,771,951
1956 .....	110	201,797,434	2,783,088	..	204,580,522	30,452,807	15.1	1,750,947	32,203,754	15.7	3,264,250
1957(1) .....	113	222,025,288	4,058,661	..	226,083,949	33,377,463	15.0	2,380,299	35,757,762	15.8	2,594,206
1958 .....	123	233,789,205	3,864,833	..	237,654,038	35,227,406	15.1	2,846,021	38,073,427	16.0	2,710,542
1959 .....	122	250,080,021	4,065,898	..	254,145,919	37,678,828	15.1	3,448,130	41,126,958	16.2	2,903,109
1960 .....	131	267,756,156	2,965,464	2,018,182	272,739,802	39,993,639	14.9	5,156,750	45,150,389	16.6	2,579,769
1961 .....	134	277,805,963	2,599,375	2,156,111	282,561,449	41,253,508	14.8	4,836,139	46,089,647	16.3	2,546,633
1962 .....	143	293,028,021	2,922,078	2,634,855	298,584,954	43,496,564	14.8	5,851,549	49,348,113	16.5	3,688,187
1963 .....	143	296,762,297	3,537,273	2,551,944	302,851,514	44,270,021	14.9	6,195,040	50,465,061	16.7	3,703,968
1964 .....	149	311,332,070	3,785,712	3,022,557	318,140,339	46,596,607	15.0	6,995,325	53,591,932	16.8	4,081,379
1965 .....	159	354,650,007	4,294,643	3,614,697	362,559,347	52,883,006	14.9	8,111,708	60,994,714	16.8	5,712,001
1966 .....	165	392,542,021	5,488,460	4,145,388	402,175,869	57,082,209	14.5	9,832,976	66,915,185	16.6	6,578,493
1967 .....	176	420,092,360	4,749,467	4,753,410	429,595,237	63,118,282	15.0	9,716,322	72,834,604	17.0	6,019,603
1968 .....	171	416,627,895	4,332,114	5,184,912	426,144,921	62,648,503	15.0	9,827,771	72,476,274	17.0	4,744,010

(1) From 1957, figures contain some revenue which does not pertain to surveys, research or other agency services, but this cannot be excluded. -- Depuis 1957, les chiffres comprennent certaines recettes ne provenant pas des études, des recherches ni d'autres services, des agences, mais qui ne peuvent être exclues.

TABLE 2. Employment and Gross Revenue for Selected Years

TABLEAU 2. Emploi et recettes brutes, certaines années

Year -- Année	Number of firms -- Nombre d'agences	Gross revenue -- Recettes brutes	Employees -- Employés			Total amount paid to employees -- Rémunération totale	Per cent of gross revenue -- Pourcentage des recettes brutes
			Male -- Hommes	Female -- Femmes	Total		
		dollars	number -- nombre			dollars	
1951 .....	83	17,015,496	..	..	2,552	10,128,050	59.5
1954 .....	91	24,579,169	1,682	1,491	3,173	15,220,278	61.9
1955 .....	104	27,689,654	1,818	1,598	3,416	17,306,034	62.5
1956 .....	110	32,203,754	2,011	1,779	3,790	19,757,887	61.4
1957 .....	113	35,757,762	2,167	1,875	4,042	22,591,043	63.2
1958 .....	123	38,073,427	2,276	1,921	4,197	23,826,156	62.6
1959 .....	122	41,126,958	2,288	1,968	4,256	26,013,132	63.3
1960 .....	131	45,150,389	2,393	2,072	4,465	28,252,365	62.6
1961 .....	134	46,089,647	4,331(1)		4,331	29,313,330	63.6
1962 .....	143	49,348,113	2,413	2,008	4,421	30,932,144	62.7
1963 .....	143	50,465,061	2,430	1,951	4,381	31,157,259	61.7
1964 .....	149	53,591,932	2,375	2,078	4,453	33,170,850	61.9
1965 .....	159	60,994,714	2,491	2,207	4,698	37,049,736	60.7
1966 .....	165	66,915,185	2,574	2,399	4,973	40,771,172	60.9
1967 .....	176	72,834,604	2,618	2,520	5,138	44,034,036	60.5
1968 .....	171	72,476,274	2,511	2,408	4,919	44,651,258	61.6

(1) As of last week of November 1961. Not comparable with other years. -- A la dernière semaine de novembre 1961. Ne peut être comparé aux chiffres des autres années.

TABLE 3. Employment and Net Revenue of Advertising Agencies, 1968 classified according to Amount of Total Annual Billings and Form of Organization

TABLEAU 3. Emploi et recettes nettes en 1968 des agences de publicité, classées suivant leur chiffre d'affaires annuel et leur forme d'organisation

Form of organization - - Forme d'organisation	Less than \$500,000 - - Moins de \$500,000	\$500,000 - 2,499,999	\$2,500,000 - 4,999,999	\$5,000,000 - 9,999,999	\$10,000,000 - 14,999,999	\$15,000,000 and over - - et plus	Total
<u>Incorporated Firms -- Sociétés constituées</u>							
Number of firms -- Nombres d'agences .....	52	55	12	7	3	10	139
Number of employees -- Nombre d'employés .....	220	809	419	544	444	2,414	4,850
Salaries and wages -- Traitements et salaires .... \$	1,316,865	6,960,768	3,680,443	5,218,881	4,017,952	23,135,043	44,329,952
Net revenue (before income taxes) -- Recettes nettes (avant déduction des impôts sur le revenu) \$	280,030	601,589	741,684	51,076	388,141	2,485,773	4,548,293
<u>Unincorporated firms -- Sociétés non constituées</u>							
Number of firms -- Nombre d'agences .....	31	1	-	-	-	-	32
Number of employees -- Nombre d'employés .....	57	12	-	-	-	-	69
Salaries and wages -- Traitements et salaires .... \$	x	x	-	-	-	-	321,306
Number of working proprietors -- Nombre de propriétaires actifs .....	30	1	-	-	-	-	31
Net revenue (before proprietors' salaries and income taxes) -- Recettes nettes (avant déduction des traitements des propriétaires et des impôts sur le revenu) .....	x	x	-	-	-	-	195,717

TABLE 4. Advertising Agencies classified according to Amount of Total Billings for Selected Years

TABLEAU 4. Agences de publicité, classées suivant leur chiffre d'affaires en certaines années

Year -- Année	Amount of billings -- Chiffre d'affaires														Total
	Less than \$500,000 -- Moins de \$500,000		\$500,000 - 2,499,999		\$2,500,000 - 4,999,999		\$5,000,000 - 9,999,999		\$10,000,000 - 14,999,999		\$15,000,000 and over -- et plus				
	Number of firms -- Nombre d'agen- ces	Amount -- Montant	Number of firms -- Nombre d'agen- ces	Amount -- Montant	Number of firms -- Nombre d'agen- ces	Amount -- Montant	Number of firms -- Nombre d'agen- ces	Amount -- Montant	Number of firms -- Nombre d'agen- ces	Amount -- Montant	Number of firms -- Nombre d'agen- ces	Amount -- Montant			
		dollars		dollars		dollars		dollars		dollars		dollars			
1951 .....	44	7,403,103	24	24,445,363	11	37,681,187			4	38,883,932			83	108,413,585	
1954 .....	45	8,767,354	31	36,201,868	7	29,596,073			8	81,597,994			91	156,163,289	
1955 .....	55	9,886,646	33	40,020,221	5	19,831,472			11	107,502,016			104	177,240,355	
1956 .....	57	11,622,067	33	34,814,412	9	34,883,497			11	123,260,546			110	204,580,522	
1957 .....	56	11,787,271	38	45,397,794	4	14,140,558			15	154,758,326			113	226,083,949	
1958 .....	60	10,416,081	42	44,731,514	7	23,355,411			14	159,151,032			123	237,654,038	
1959 .....	58	10,231,804	43	48,833,205	7	26,539,274			14	168,541,636			122	254,145,919	
1960 .....	63	10,508,233	48	58,622,287	6	21,924,677			14	181,684,605			131	272,739,802	
1961 .....	67	11,576,490	47	54,181,948	4	13,552,523			16	203,250,488			134	282,561,449	
1962 .....	82	16,735,567	39	50,209,839	5	16,403,100	7	51,806,280	4	45,180,604	6	118,249,564	143	298,584,954	
1963 .....	76	14,583,841	42	47,986,752	8	25,763,211	7	51,064,842	5	60,232,605	5	103,220,263	143	302,851,514	
1964 .....	81	14,952,983	44	48,810,741	6	22,613,840	6	38,045,815	7	81,996,934	5	111,720,026	149	318,140,339	
1965 .....	81	14,086,483	53	63,049,366	6	23,440,169	6	37,500,729	8	99,217,663	5	125,264,937	159	362,559,347	
1966 .....	83	14,790,938	52	57,915,159	10	32,603,195	7	49,148,590	5	60,758,529	8	186,959,458	165	402,175,869	
1967 .....	86	15,057,557	58	63,066,955	11	35,731,322	8	57,332,654	4	53,119,491	9	205,287,258	176	429,595,237	
1968 .....	83	13,973,050	56	63,016,996	12	41,052,625	7	48,040,688	3	36,251,818	10	223,809,744	171	426,144,921	

TABLE 5. Percentage Distribution of Commissionable Billings by Medium, 1967 and 1968  
(Agencies classified by Amount of Total Annual Billings)

TABLEAU 5. Répartition proportionnelle de la publicité à la commission, par support publicitaire, 1967 et 1968  
(Agences classées selon leur chiffre d'affaires annuel)

Year and amount of annual billings -- Année et chiffre d'affaires	Number of firms -- Nombre d'agen- ces	Total commis- sionable billings(1) -- Total, publicité à la commission(1)	Distribution of commissionable billings -- Répartition de la publicité à la commission						
			Publications	Television -- Télévision	Other visual -- Autres moyens visuels	Radio	Production, artwork, printing, etc., -- Production, réalisations graphiques, impression, etc.	Other -- Autres	Total
		dollars	per cent -- pourcentage						
<u>1967</u>									
Less than \$500,000 -- Moins de \$500,000 .....	86	14,263,055	55.9	4.8	3.6	12.2	21.0	2.5	100.0
\$ 500,000 - \$ 2,499,999 .....	58	60,402,332	48.9	14.8	5.3	10.8	19.0	1.2	100.0
2,500,000 - 4,999,999 .....	11	35,071,128	41.3	24.8	2.8	9.8	21.2	0.1	100.0
5,000,000 - 9,999,999 .....	8	56,131,368	32.2	42.8	0.7	8.6	15.7	-	100.0
10,000,000 - 14,999,999 .....	4	52,590,051	33.8	34.8	2.4	12.6	16.4	-	100.0
15,000,000 and over -- et plus .....	9	201,634,426	33.9	30.6	4.2	12.1	19.0	0.2	100.0
Total .....	176	420,092,360	37.2	29.1	3.5	11.3	18.5	0.4	100.0
<u>1968</u>									
Less than \$500,000 -- Moins de \$500,000 .....	83	13,347,185	59.4	5.2	2.4	8.2	22.6	2.2	100.0
\$ 500,000 - \$ 2,499,999 .....	56	60,414,302	47.0	16.8	4.3	12.0	18.5	1.4	100.0
2,500,000 - 4,999,999 .....	12	40,487,498	38.0	27.8	2.5	9.1	22.5	0.1	100.0
5,000,000 - 9,999,999 .....	7	47,156,383	31.0	38.8	2.3	11.8	16.1	--	100.0
10,000,000 - 14,999,999 .....	3	35,820,094	32.2	43.3	0.3	8.1	16.1	-	100.0
15,000,000 and over -- et plus .....	10	219,402,433	32.2	32.3	3.0	12.7	19.6	0.2	100.0
Total .....	171	416,627,895	35.6	30.4	2.8	11.6	19.2	0.4	100.0

(1) Excluding billings for market surveys and other services not commissionable. -- Sans les études des marchés et autres services non rémunérés à la commission.

TABLE 6. Percentage Distribution of Advertising Billings by Medium, 1968  
(Agencies classified by Amount of Total Annual Billings)

TABLEAU 6. Répartition proportionnelle du chiffre d'affaires de publicité, par support publicitaire, 1968  
(Agences classées selon leur chiffre d'affaires annuel)

Amount of annual billings -- Chiffre d'affaires annuel	Number of firms -- Nombre d'agences	Total advertising billings(1) -- Total, chiffre d'affaires de publicité(1)	Distribution of advertising billings -- Répartition du chiffre d'affaires de publicité						
			Publications	Television -- Télévision	Other visual -- Autres moyens visuels	Radio	Sales promotion material -- Matériel de stimulation de la vente	Other -- Autres	Total
		dollars	per cent -- pourcentage						
Less than \$500,000 -- Moins de \$500,000 .....	83	13,794,740	70.0	6.3	4.1	9.0	9.5	1.1	100.0
\$ 500,000 - \$ 2,499,999 .....	56	61,735,790	55.2	18.4	5.9	12.7	7.2	0.6	100.0
2,500,000 - 4,999,999 .....	12	40,641,537	47.4	33.6	3.9	9.7	4.5	0.9	100.0
5,000,000 - 9,999,999 .....	7	47,698,951	37.6	45.1	2.5	13.0	1.8	--	100.0
10,000,000 - 14,999,999 .....	3	36,150,642	40.0	49.7	1.9	8.4	-	-	100.0
15,000,000 and over -- et plus .....	10	221,791,147	40.0	39.1	3.7	14.7	2.5	-	100.0
Total .....	171	421,812,807	43.7	36.0	3.8	13.0	3.3	0.2	100.0

(1) Excluding billings for market surveys, research and other fees, but including production work by agency staff. -- Sans les études des marchés, les recherches et les autres frais, mais y compris le travail de production du personnel des agences.



DOMINION BUREAU OF STATISTICS  
Merchandising and Services Division  
OTTAWA

## ADVERTISING AGENCIES

1968

If you did not  
operate last year  
please note on  
form and return

Taken in conformity with the requirements of The Statistics Act, chapter 257, revised Statutes of Canada, 1952. Your figures will be treated with strict confidence.

Please correct any mistakes in name or address

## 1. FORM OF ORGANIZATION—(check one box)

☐ Individual proprietorship ☐ Partnership ☐ Incorporated Company ☐ Other (specify) \_\_\_\_\_

## 2. NUMBER OF OFFICES

How many offices (including head office if in Canada) were operated during 1968? \_\_\_\_\_

## 3. WORKING PROPRIETORS—(Not applicable to incorporated companies)

How many proprietors were actively engaged in the business during 1968? \_\_\_\_\_

## 4. PAID EMPLOYEES AND PAYROLL

(a) What was the average number of employees during the year? Include executives of incorporated companies but not proprietors of unincorporated firms. \_\_\_\_\_

(a) Male \_\_\_\_\_

(b) Female \_\_\_\_\_

(i) Male \_\_\_\_\_

(ii) Female \_\_\_\_\_

(b) What was the total amount paid to the above employees in salaries, wages, commissions, bonuses, leave pay or payments in kind? Report the full amount before deductions. Include the salaries of working executives of incorporated companies but do not include the withdrawals of working proprietors of unincorporated businesses. \_\_\_\_\_

\$ (omit cents)

## 5. GROSS ADVERTISING BILLINGS TO CLIENTS—All advertising billings (whether commissions payable by media or clients) including charges for work done by your own staff.

Note: If commissions are split with other agencies in Canada, billings should be adjusted accordingly.

(a) Advertising in printed media \_\_\_\_\_

(b) Television advertising \_\_\_\_\_

(c) All other visual advertising (billboards, posters, exterior displays, etc.) \_\_\_\_\_

(d) Radio advertising \_\_\_\_\_

(e) Sales promotion material, printed material and other types of promotion material used for advertising purposes \_\_\_\_\_

(f) Other advertising billings (explain on reverse) \_\_\_\_\_

(g) Total advertising billings \_\_\_\_\_

(h) How much of the above production charges represents work done by your own staff? An estimate will suffice if figures are not available \_\_\_\_\_

It is important that we have a breakdown for this section.  
Please estimate if figures are not available.

Space or time charges	Production charges	Total
	\$ (omit cents)	

## 6. OTHER GROSS BILLINGS TO CLIENTS—Market surveys, sales analysis and other research; public relations work and fees for other services rendered \_\_\_\_\_

## 7. GROSS OPERATING REVENUE:

(a) Commissions or fees earned (from media or clients) on all advertising billings excluding charges for work done by your own staff, i.e., on item 5 (g) minus item 5 (h). Exclude cash discounts if possible. If included place a check (✓) here \_\_\_\_\_ → ☐Please indicate whether the revenue from advertising billings was derived principally from: (a) ☐ Commissions

or

(b) ☐ Fees

(b) Gross billings for work done by your own staff—enter item 5 (h) \_\_\_\_\_

(c) Other gross billings to clients—enter item 6 \_\_\_\_\_

(d) Other gross operating revenue, if any. Specify main items below. Exclude cash discounts, if possible, rental income or other items not considered as operating revenue of an agency. If cash discounts cannot be excluded place a check (✓) here \_\_\_\_\_ → ☐

(e) Total gross operating revenue (sum of 7 (a) to (d)) \_\_\_\_\_

## 8. NET PROFIT OR LOSS

What was the net profit (or loss) before income taxes in 1968? \_\_\_\_\_

(a) Profit \_\_\_\_\_  
or  
(b) Loss \_\_\_\_\_

Period covered by this report from \_\_\_\_\_ to \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Telephone number \_\_\_\_\_

Date of this report \_\_\_\_\_

1969

BUREAU FÉDÉRAL DE LA STATISTIQUE  
Division du commerce et des services  
OTTAWA

AGENCES DE PUBLICITÉ  
1968

Si cette firme n'était pas en activité l'an passé, l'indiquer sur le questionnaire et le retourner

Effectué en conformité des dispositions de la loi sur la statistique, chapitre 257, Statuts révisés du Canada, 1952. Vos chiffres demeureront strictement confidentiels.

Prière de corriger toute erreur dans le nom ou l'adresse

1. GENRE D'ORGANISATION – (cocher un cadre)

☐ Particulier ☐ Société ☐ Entreprise constituée ☐ Autres (spécifier) \_\_\_\_\_

2. NOMBRE DE BUREAUX

Combien de bureaux (y compris le bureau principal) votre maison a-t-elle exploités au Canada en 1968? .....

3. PROPRIÉTAIRES ACTIFS – (le cas ne s'applique pas aux entreprises constituées)

Combien de propriétaires ont activement participé à l'exploitation de l'entreprise en 1968? .....

a) Hommes .....

b) Femmes .....

4. EMPLOYÉS RÉMUNÉRÉS ET PAYÉS

a) Nombre moyen d'employés durant l'année. Inclure les directeurs des entreprises constituées mais non les propriétaires des entreprises non constituées. ....

i) Hommes .....

ii) Femmes .....

b) Montant global versé aux employés mentionnés ci-dessus en salaires, gages, commissions, bonis, paie de congé et les paiements en nature. Déclarer le plein montant avant déductions. Inclure les salaires ou traitement des directeurs actifs des sociétés constituées mais non les retraites des entreprises non constituées. ....

\$ (omettre les cents)

5. MONTANT BRUT DES FACTURES PUBLICITAIRES AUX CLIENTS –

Toutes factures publicitaires (que les commissions soient versées par les organismes publicitaires ou les clients) y compris les frais pour travaux exécutés par votre propre personnel. ....

Nota: Si les commissions ont été partagées avec d'autres agences au Canada, les facturations doivent être rectifiées en conséquence. ....

a) Publicité dans les imprimés .....

b) Publicité à la télévision .....

c) Toute autre publicité par moyens visuels (panneaux-réclame, affiches, étalages extérieurs, etc.) .....

d) Publicité à la radio .....

e) Matériel pour promouvoir les ventes, imprimés et tout autre matériel utilisé pour fins publicitaires .....

f) Autres facturations publicitaires (donner des explications au verso) .....

g) Total des facturations publicitaires .....

h) Quelle proportion des frais de production mentionnés ci-dessus représente du travail exécuté par votre propre personnel? Une estimation suffira si les chiffres ne sont pas connus. ....

6. AUTRES FACTURAGES BRUTS DES CLIENTS – Enquêtes sur les marchés, études des ventes et autres recherches; relations publiques, campagnes de ventes et cachets pour autres services rendus .....

7. RECETTES BRUTES D'EXPLOITATION:

a) Commissions ou cachets perçus (provenant des organismes publicitaires ou des clients) pour toutes insertions de publicité, sans les frais exigés pour le travail exécuté par votre propre personnel 5 g) moins 5 h) indiqués ci-dessus. Exclure les escomptes comptants, si possible. S'ils sont inclus, pointer ainsi (✓) ici ..... ➔ ☐

Veillez indiquer si le revenu des facturations publicitaires provient surtout de:

☐ commissions

ou

☐ honoraires

b) Facturages bruts pour le travail exécuté par votre propre personnel – inscrire ici l'article 5h) .....

c) Autres facturages bruts des clients – inscrire ici l'article 6) .....

d) Autres recettes brutes d'exploitation, s'il en est. Indiquer ci-après les principaux postes. Exclure les escomptes comptants, si possible, le revenu provenant du loyer ou d'autres postes non jugés comme étant des recettes d'exploitation d'une agence. Si l'on ne peut exclure les escomptes comptants, mettre une coche (✓) ici ..... ➔ ☐

e) Recettes globales brutes d'exploitation (la somme de 7 a) à d) .....

8. PROFIT OU PERTE NETS

Quelle a été le profit net (ou la perte nette) avant les retenus pour l'impôt sur le revenu en 1968? .....

a) Profit .....

ou

b) Perte .....

Période couverte par ce rapport du ..... au .....

Nom

Titre

Numéro de téléphone

Date de ce rapport

1969









CATALOGUE No.

63-201

ANNUAL - ANNUEL



# ADVERTISING AGENCIES

## AGENCES DE PUBLICITÉ

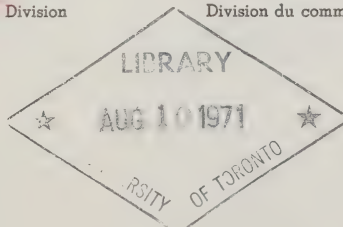
1969

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Merchandising and Services Division

BUREAU FÉDÉRAL DE LA STATISTIQUE  
Division du commerce et des services



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### SYMBOLS

The following standard symbols are used in Dominion Bureau of Statistics publications:

- . not reportable.
- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- amount too small to be expressed
- less than three firms reporting.
  
- P preliminary figures.
- r revised figures.
- x confidential to meet secrecy requirements of the Statistics Act.

### SIGNES CONVENTIONNELS

Les signes conventionnels suivants sont employés uniformément dans les publications du Bureau fédéral de la statistique:

- . a déclaration non obligatoire.
- .. nombres indisponibles.
- ... n'ayant pas lieu de figurer.
  
- néant ou zéro.
- nombres infimes.
- moins de trois entreprises faisant rapport.
  
- P nombres provisoires.
- r nombres rectifiés.
- x confidentiel en vertu des dispositions de la Loi sur la statistique relatives au secret.

Summary of data

In 1969, advertising agencies reported billings totalling \$456,142,810, up 7.0% from the \$426,144,921 recorded in 1968. Gross revenue stood at \$78,874,175, representing 17.3% of total billings and a 8.8% increase over the previous year. Net profit showed a remarkable 97.9% increase, rising from \$4,744,010 to \$9,388,551. We may therefore say that 1969 was characterized by increased profits for agencies in spite of a somewhat stable level of activity. The number of persons employed decreased slightly, dropping from 4,919 to 4,876, whereas the total amount paid to employees rose by 4.4% (from \$44,651,258 in 1968 to \$46,628,740 in 1969).

Amount of billings and gross revenue

The increase in the total amount of billings was brought about by a 6.8% rise in advertising billings (from \$421,812,807 to \$450,332,349) and a 34.1% rise for market surveys, research and other fees (from \$4,332,114 to \$5,810,461). (Table 1)

Turning to gross revenue, we see that gross revenue on advertising billings has risen 7.9% from \$67,833,415 to \$73,225,447. The most remarkable growth is to be observed in the area of gross operating revenue, which went from \$310,745 in 1968 to \$1,684,711 in 1969, as a result of statements made by several agencies for 1969 which had reported little or no such revenue during the previous year.

It should be noted that billings for market surveys, research and other fees are the same as the gross revenue for these items during the 1964-1968 period. This fact can be explained by the way the questionnaire was designed (see form at the end of the 1968 catalogue). We should therefore refrain from saying that gross revenue on market surveys, research and other fees dropped between 1968 and 1969 (from \$4,332,114 to \$3,964,017) since the two series of figures are in fact incommensurable.

Employment

The 163 advertising agencies employed 2,502 men and 2,374 women, for a total of 4,876 (Table 2). Expressed as a percentage of gross revenue, the total amount paid to employees decreased by 2.5%, falling from 61.6% in 1968 to 59.1% in 1969.

Table 3 shows that the average number of employees in an agency is directly proportional to the amount of total annual billings (going from four employees for a company with advertising billings less than \$500,000 to 218 employees for a company with billings of \$10,000,000 and over).

Form of organization

Of the 163 advertising agencies existing in 1969, 142 (87.1%) were incorporated firms, while 21 (12.9%) were unincorporated. The number of unincorporated firms has dropped considerably between 1968 and 1969, falling from 32 to 21.

Concentration

From Table 4 it can be seen that the total billings for advertising services are concentrated in the hands of a few firms. Thirteen agencies with annual billings of over \$10,000,000 accounted for \$276,211,132 (60.6%) of the total (\$456,142,810), while twenty-two agencies represented 74.0% of total billings.

Résumé de 1969

En 1969, le chiffre d'affaires total a été de \$456,142,810, soit une augmentation de 7.0 p. 100 par rapport au montant de \$426,144,921 enregistré en 1968. Les recettes brutes totales se sont chiffrées à \$78,874,175, soit 17.3 p. 100 du chiffre d'affaires total. Ceci constitue une hausse de 8.8 p. 100 par rapport à l'année précédente. Le bénéfice net a connu une hausse remarquable (97.9 p. 100) en passant de \$4,744,010 à \$9,388,551. L'année 1969 aura donc été marquée par une hausse de la rentabilité des agences malgré un niveau d'activité plutôt stable. Le nombre de personnes employées a diminué légèrement en 1969 passant de 4,919 à 4,876, mais les rémunérations totales qui leur ont été versées ont crû de 4.4 p. 100 (de \$44,651,258 en 1968 à \$46,628,740 en 1969).

Chiffre d'affaires et recettes brutes

L'augmentation du chiffre d'affaires total a été causée par une hausse de 6.8 p. 100 du chiffre d'affaires de publicité (de \$421,812,807 à \$450,332,349) et une hausse de 34.1 p. 100 du chiffre d'affaires de services non publicitaires (de \$4,332,114 à \$5,810,461). (Tableau 1)

Du côté des recettes brutes, on note une hausse au titre des recettes gagnées sur le chiffre d'affaires de publicité de 7.9 p. 100, soit de \$67,833,415 à \$73,225,447. La hausse la plus remarquable a été enregistrée au titre des autres recettes brutes d'exploitation en passant de \$310,745 en 1968 à \$1,684,711 en 1969. En effet, en 1969 plusieurs agences nous ont déclaré des recettes brutes de cette nature alors qu'en 1968 elles n'en avaient pas déclarées, ou très peu.

Le lecteur voudra bien noter que les données relatives au chiffre d'affaires des études de marché, recherche et autres frais sont identiques aux recettes brutes gagnées sur ces mêmes activités pour les années 1964 à 1968. Ceci est dû à la façon dont le questionnaire était rédigé (voir le questionnaire à la fin de la publication de 1968). On ne peut donc pas dire qu'il y a eu une baisse des recettes brutes au titre des études de marché, recherche et autres frais de 1968 à 1969 (de \$4,332,114 à \$3,964,017) car les 2 données ne sont pas comparables.

Emploi

Les 163 agences de publicité ont employé 4,876 personnes, soit 2,502 hommes et 2,374 femmes (Tableau 2). On remarque qu'en proportion des recettes brutes, les rémunérations totales sont passées de 61.6 p. 100 en 1968 à 59.1 p. 100 en 69, une diminution de 2.5 p. 100.

Au Tableau 3, on remarque que le nombre moyen d'employés d'une agence croît en proportion directe avec l'augmentation du chiffre d'affaires (de 4 employés pour les agences ayant un chiffre d'affaires de publicité de moins de \$500,000 à 218 employés pour celles dont le chiffre d'affaires de publicité est de \$10,000,000 et plus).

Forme d'organisation

Des 163 agences de publicité en 1969, 142 ou 87.1 p. 100 étaient des sociétés constituées et 21 (12.9 p. 100), des sociétés non constituées. Le nombre de sociétés non constituées a diminué de beaucoup par rapport à 1968 en passant de 32 à 21 en 1969.

Degré de concentration

Au Tableau 4 le lecteur est à même de constater le haut degré de concentration du chiffre d'affaires total de ce service dans les mains de quelques agences de publicité. En effet, 13 agences ayant un chiffre d'affaires de plus de \$10,000,000 comptent pour 60.6 p. 100 du chiffre d'affaires total (\$276,211,132 sur \$456,142,810), alors que 22 agences représentent 74.0 p. 100 du chiffre d'affaires total.



### Advertising in printed media

The printed media most frequently used for advertising purposes were daily newspapers, trade papers and consumer magazines. The pattern of advertising, however, appeared to be determined by the size of the firm. Trade papers accounted for 28.4% of advertising in printed media for agencies with annual advertising billings of less than \$500,000, whereas agencies with annual billings of \$10,000,000 and over placed only 15.5% of their advertising in trade papers.

### Advertising media

Table 6 shows which agencies did most business with the advertising media. We see here that firms with annual billings of \$10,000,000 and over accounted for the greater part of billings for media advertising. Indeed, the eleven firms which provided us with a breakdown for their activities in the printed media account for 58.1% of billings for advertising in daily newspapers, 74.5% in weekend magazines, 57.9% in weekly, semi-weekly and tri-weekly newspapers and 61.8% in consumer magazines. Firms with total annual billings of \$10,000,000 and over handled only 47.6% and 49.7% respectively of advertising in trade papers and other publications, or in other words less than half such advertising; the 50% mark can be passed, however, if firms in the \$5,000,000-\$9,999,999 bracket are included.

A comparison of Tables 5 and 6 once again shows the preponderance of firms in the \$10,000,000 and over bracket. Eleven advertising agencies with annual billings of \$10,000,000 and over provided us with a breakdown of their billings for advertising in weekend newspapers (Table 5); the 8.7% of their advertising which these agencies placed in the printed media accounted for 74.5% of total billings for all advertising by firms in weekend newspapers (Table 6).

### Distribution of advertising billings

The print media and television were the most frequently used media, accounting for 43.2 and 36.5% respectively of total annual billings. Table 7 indicates the choice of medium in terms of the firm's total annual billings.

### Kind of service

From Table 9 we see that production costs were always less than 20% of total annual advertising billings, whatever the medium.

Furthermore, except in the case of firms with annual advertising billings between \$2,500,000 and \$4,999,999, production costs as a percentage of billings for each medium were higher for the print media than for any other medium.

### NOTA BENE

The figures published for 1969 cannot all be compared with data from previous years since a change in the form of the questionnaire has made it impossible to group figures in the same way. As a result, it was necessary to change Tables 1 and 5 from earlier publications, though Tables 2, 3, 4 and 6 remain the same.

### Chiffre d'affaires dans les imprimés

Les imprimés les plus utilisés pour fins publicitaires ont été les journaux quotidiens, les revues professionnelles et les revues de consommateurs. On note cependant des différences selon l'importance des agences. Ainsi, pour les agences ayant un chiffre d'affaires de publicité de moins de \$500,000, 28.4 p. 100 de leur chiffre d'affaires dans les imprimés a été représenté par les revues professionnelles alors que pour les agences de \$10,000,000 et plus, la part des revues professionnelles n'est que de 15.5 p. 100.

### Support publicitaires

Le Tableau 6 nous permet d'étudier les relations entre les agences de publicité et les supports publicitaires. Ainsi on remarque que la majeure partie du chiffre d'affaires des supports publicitaires fait avec les agences de publicité provient des agences de \$10,000,000 et plus. En effet, les 11 agences qui nous ont donné la ventilation de leur chiffre d'affaires dans les imprimés par support publicitaire comptent pour 58.1 p. 100 du chiffre d'affaires dans les journaux quotidiens, 74.5 p. 100 du chiffre d'affaires dans les journaux de fin de semaine, 57.9 p. 100 de celui des journaux hebdomadaires, bihebdomadaires, et trihebdomadaires et 61.8 p. 100 du chiffre d'affaires dans les revues de consommateurs. Du chiffre d'affaires des revues professionnelles et des autres imprimés effectué avec les agences de publicité, celui fait avec les agences de \$10,000,000 et plus ne compte que pour 47.6 p. 100 et 49.7 p. 100 respectivement, soit moins que la majorité mais si on ajoute la part des agences de \$5,000,000 à \$9,999,999 on obtient cette majorité.

Si on compare les Tableaux 5 et 6 on peut voir de nouveau la suprématie des agences de publicité de \$10,000,000 et plus. Ainsi, 8.7 p. 100 du chiffre d'affaires dans les imprimés placé par les 11 agences de \$10,000,000 et plus qui nous ont fourni une ventilation de leur chiffre d'affaires dans les journaux de fin de semaine (Tableau 5) représentent 74.5 p. 100 du chiffre d'affaires total de toutes les agences de publicité placé dans les journaux de fin de semaine (Tableau 6).

### Répartition du chiffre d'affaires de publicité

Les deux supports publicitaires les plus utilisés sont les imprimés (43.2 p. 100 du chiffre d'affaires total de publicité) et la télévision (36.5 p. 100). Au Tableau 7 le lecteur pourra trouver les différences qui existent entre le choix des supports selon le chiffre d'affaires des agences.

### Genre de service

Au Tableau 9 on peut noter que les frais de production représentent toujours moins de 20 p. 100 du chiffre d'affaires de publicité quelque soit le support publicitaire.

De plus on note que, sauf pour les agences ayant un chiffre d'affaires de publicité de \$2,500,000 à \$4,999,999, les frais de production, en proportion du chiffre d'affaires de chaque support publicitaire, sont plus élevés dans le cas des imprimés que pour tous les autres supports.

### NOTA BENE

Les données publiées en 1969 ne sont pas toutes comparables à celles des années précédentes. En effet, un changement dans le questionnaire nous a empêché de grouper les données de la même façon. Par conséquent, les Tableaux 1 et 5 des publications antérieures ont dû être modifiés, tandis que les Tableaux 2, 3, 4 et 6 sont identiques.

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1964-1969  
TABLEAU 1. Statistique récapitulative des agences de publicité au Canada, 1964-1969

Year – Année	Number of firms – Nombre d'agen-ces	Amount of billings – Chiffre d'affaires			Gross revenue on – Recettes brutes au titre de						Net profit (before deduction for income taxes) – Bénéfice net (avant déductions des impôts sur le revenu)
		Adver- tising billings (1) – Chiffre d'affaires de publi- cité(1)	Market surveys, research and other fees – Étude de marché, recherche et autres frais	Total	Advertising billings (1) – Chiffre d'affaires de publicité(1)		Market surveys, research and other fees(2) – Étude de marché, recherche et autres frais(2)	Other gross operating revenue (retainers, fees where commission is not applicable or was rebateable to the client) – Autres recettes brutes d'exploitation (honoraires dans le cas où l'on ne calcule pas de commission ou que celle-ci a été ristournée au client)	Total		
					Amount – Montant	Per cent of billings – Pourcen- tage du chiffre d'affaires			Amount – Montant	Per cent of billings – Pourcen- tage du chiffre d'affaires	
		dollars					dollars			dollars	
1964 .....	149	314,354,627	3,785,712	318,140,339	49,619,164	15.8	3,785,712	187,056	53,591,932	16.8	4,081,379
1965 .....	159	358,264,704	4,294,643	362,559,347	56,497,703	15.8	4,294,643	202,368	60,994,714	16.8	5,712,001
1966 .....	165	396,687,409	5,488,460	402,175,869	61,227,597	15.4	5,488,460	199,128	66,915,185	16.6	6,578,493
1967 .....	176	424,845,770	4,749,467	429,595,237	67,871,692	16.0	4,749,467	213,445	72,834,604	17.0	6,019,603
1968 .....	171	421,812,807	4,332,114	426,144,921	67,833,415	16.1	4,332,114	310,745	72,476,274	17.0	4,744,010
1969 .....	163	450,332,349	5,810,461	456,142,810	73,225,447	16.3	3,964,017	1,684,711	78,874,175	17.3	9,388,551

(1) Includes production work done by agency staff. - Comprend le travail de production fait par le personnel des agences.  
(2) The 1969 data is not comparable to prior years. - Les données de 1969 ne sont pas comparables aux années antérieures.

TABLE 2. Employment and Gross Revenue for 1964-1969

TABLEAU 2. Emploi et recettes brutes, 1964-1969

Year - Année	Number of firms - Nombre d'agences	Gross revenue - Recettes brutes	Employees - Employés			Total amount paid to employees - Rémunération totale	Per cent of gross revenue - Pourcentage des recettes brutes
			Male - Hommes	Female - Femmes	Total		
		dollars	number - nombre			dollars	
1964 .....	149	53,591,932	2,375	2,078	4,453	33,170,850	61.9
1965 .....	159	60,994,714	2,491	2,207	4,698	37,049,736	60.7
1966 .....	165	66,915,185	2,574	2,399	4,973	40,771,172	60.9
1967 .....	176	72,834,604	2,618	2,520	5,138	44,034,036	60.5
1968 .....	171	72,476,274	2,511	2,408	4,919	44,651,258	61.6
1969 .....	163	78,874,175	2,502	2,374	4,876	46,628,740	59.1

TABLE 3. Employment and Net Revenue of Advertising Agencies, 1969, Classified According to Amount of Advertising Billings and Form of Organization

TABLEAU 3. Emploi et recettes nettes en 1969 des agences de publicité, classées suivant leur chiffre d'affaires de publicité et leur forme d'organisation

Form of organization - Forme d'organisation	Less than \$500,000 - Moins de \$500,000	\$500,000-2,499,999	\$2,500,000-4,999,999	\$5,000,000-9,999,999	\$10,000,000 and over - et plus	Total
<b>Incorporated firms - Sociétés constituées</b>						
Number of firms - Nombre d'agences .....	54	56	10	9	13	142
Number of employees - Nombre d'employés .....	223	782	396	608	2,837	4,846
Salaries and wages - Traitements et salaires .....	\$ 1,574,467	7,218,852	3,586,026	5,589,283	28,541,576	46,510,204
Net profit (before income taxes) - Bénéfice net (avant déduction des impôts sur le revenu) .....	\$ 299,804	1,259,923	743,255	1,022,850	5,840,186	9,166,018
<b>Unincorporated firms - Sociétés non constituées</b>						
Number of firms - Nombre d'agences .....	21	-	-	-	-	21
Number of employees - Nombre d'employés .....	30	-	-	-	-	30
Salaries and wages - Traitements et salaires .....	\$ 118,536	-	-	-	-	118,536
Number of working proprietors - Nombre de propriétaires actifs ...	24	-	-	-	-	24
Net profit (before proprietors' salaries and income taxes) - Bénéfice net (avant déduction des traitements des propriétaires et des impôts sur le revenu) .....	\$ 222,533	-	-	-	-	222,533

TABLE 4. Advertising Agencies classified according to Amount of Advertising Billings for 1964-1969

TABLEAU 4. Agences de publicité, classées suivant leur chiffre d'affaires de publicité, 1964-1969

Year — Année	Advertising billings — Chiffre d'affaires de publicité											
	Less than		\$500,000- 2,499,999		\$2,500,000- 4,999,999		\$5,000,000- 9,999,999		\$10,000,000 and over		Total	
									et plus			
	Number of firms	Amount	Number of firms	Amount	Number of firms	Amount	Number of firms	Amount	Number of firms	Amount	Number of firms	Amount
	Nombre d'agences	Montant	Nombre d'agences	Montant	Nombre d'agences	Montant	Nombre d'agences	Montant	Nombre d'agences	Montant	Nombre d'agences	Montant
	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars
1964 .....	81	14,952,983	44	48,810,741	6	22,613,840	6	38,045,815	12	193,716,960	149	318,140,339
1965 .....	81	14,086,483	53	63,049,366	6	23,440,169	6	37,500,729	13	224,482,600	159	362,559,347
1966 .....	83	14,790,938	52	37,915,159	10	32,603,195	7	49,148,590	13	247,717,987	165	402,175,869
1967 .....	86	15,057,557	58	63,066,955	11	35,731,322	8	57,332,654	13	258,406,749	176	429,595,237
1968 .....	83	13,973,050	56	63,016,996	12	41,052,625	7	48,040,688	13	260,061,562	171	426,144,921
1969 .....	75	13,925,111	56	66,829,989	10	37,819,657	9	61,356,921	13	276,211,132	163	456,142,810

TABLE 5. Print Media Billings by Type of Print Media as Percentage of Total Print Media, 1969

Note: Agencies classified by amount of advertising billings

TABLEAU 5. Chiffre d'affaires dans les imprimés par support publicitaire par rapport au montant total du chiffre d'affaires dans les imprimés, 1969

Note: Agences classées selon le montant du chiffre d'affaires de publicité

Amount of advertising billings — Chiffre d'affaires de publicité	Number of firms — Nombre d'agences	Amount of print media billings — Chiffre d'affaires dans les imprimés	Number of firms showing breakdown of print media by type — Nombre d'agences donnant la ven- tilation du chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires dans les imprimés	Per cent — Pour- cen- tage	Daily news- papers — Jour- naux quoti- diens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly semi-weekly tri-weekly newspapers — Journaux hebdoma- daire et trihebo- madaire	Consumer magazines — Revue de consomma- teurs	Trade papers — Revue profession- nelles	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux col- légiaux, etc.)
		dollars		dollars							
Less than — Moins de \$500,000	75	7,171,003	63	6,640,302	100.0	39.4	2.8	9.3	8.7	28.4	11.4
\$ 500,000-\$2,499,999 .....	56	30,011,942	48	26,274,323	100.0	40.2	5.3	4.6	22.6	20.4	6.9
2,500,000- 4,999,999 .....	10	17,111,218	6	9,496,172	100.0	61.0	1.8	1.6	18.1	14.9	2.6
5,000,000- 9,999,999 .....	9	19,974,068	7	13,261,990	100.0	52.0	3.9	2.2	22.3	15.7	3.9
10,000,000 and over — et plus .....	13	84,538,927	11	76,707,474	100.0	46.6	8.7	4.1	23.6	12.7	4.3
Total .....	163	158,807,158	135	132,380,261	100.0	46.5	6.8	4.1	22.1	15.5	5.0

TABLE 6. Print Media Billings by Type of Print Media as Percentage of Individual Print Media, 1969

Note: Agencies classified by amount of advertising billings

TABLEAU 6. Chiffre d'affaires dans les imprimés par support publicitaire par rapport au chiffre d'affaires dans chaque support publicitaire, 1969

Note: Agences classées selon le montant du chiffre d'affaires de publicité

Amount of advertising billings — Chiffre d'affaires de publicité	Number of firms — Nombre d'agences	Amount of print media billings — Chiffre d'affaires dans les imprimés	Number of firms showing the breakdown of print media by type — Nombre d'agences donnant la ven- tilation du chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires dans les imprimés	Daily news- papers — Jour- naux quoti- diens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly semi-weekly tri-weekly newspapers — Journaux hebdomadaire, bihebdoma- daire et trihebdo- madaire	Consumer magazines — Revue de consomma- teurs	Trade papers — Revue profes- sionnel- les	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (page jaunes, journaux agricoles, journaux col- légiaux, etc.)	
		dollars		dollars				per cent — pourcentage			
Less than — Moins de \$500,000	75	7,171,003	63	6,660,302	4.2	2.1	11.4	2.0	9.2	11.4	
\$ 500,000-\$2,499,999 .....	56	30,011,942	48	26,274,323	17.1	15.6	22.4	20.2	26.2	27.4	
2,500,000- 4,999,999 .....	10	17,111,218	6	9,496,172	9.4	2.0	2.8	5.9	6.9	3.7	
5,000,000- 9,999,999 .....	9	19,974,068	7	13,261,990	11.2	5.8	5.5	10.1	10.1	7.8	
10,000,000 and over — et plus .....	13	84,538,927	11	76,707,474	58.1	74.5	57.9	61.8	47.6	49.7	
Total .....	%				100.0	100.0	100.0	100.0	100.0	100.0	
Total .....	\$	163	158,807,158	135	132,380,261	61,593,035	8,934,442	5,431,759	29,316,089	20,498,925	6,606,011

TABLE 7. Percentage Distribution of Advertising Billings by Medium, 1969  
(Agencies classified by amount of total advertising billings)

TABLEAU 7. Répartition proportionnelle du chiffre d'affaires de publicité, par support publicitaire, 1969  
(Agences classées selon leur chiffre d'affaires de publicité)

Amount of advertising billings Chiffre d'affaires de publicité	Number of firms — Nombre d'agences	Adver- tising billings — Total Chiffre d'affaires de publicité	Distribution of advertising billings — Répartition du chiffre d'affaires de publicité						
			Print media — Imprimés	Television — Télévision	Radio	Outdoor and transportation — Supports extérieur et transport en commun	Direct mail, point of purchase, brochures, catalogues, contests, etc. — Par la poste, aux points de vente, brochures, catalogues, concours, etc.	Other — Autres	Total
Less than — Moins de \$500,000 .....	75	13,628,052	62.5	7.4	13.1	5.0	10.9	1.1	100.0
\$ 500,000-\$2,499,999 .....	56	64,568,789	56.5	18.9	14.1	5.1	4.2	1.2	100.0
2,500,000- 4,999,999 .....	10	37,278,200	55.5	26.0	10.4	3.7	2.8	1.6	100.0
5,000,000- 9,999,999 .....	9	60,936,659	40.9	39.2	15.9	2.5	1.4	0.1	100.0
10,000,000 and over — et plus .....	13	273,920,649	38.0	42.8	13.1	2.7	3.4	--	100.0
Total .....	163	450,332,349	43.2	36.5	13.4	3.2	3.4	0.3	100.0

TABLE 8. Advertising Billings to Clients by Medium and Kind of Service, 1969

TABLEAU 8. Chiffre d'affaires de publicité, par support publicitaire et genre de service, 1969

Media — Support publicitaire	Media billings		Production charges		Total	
	Support publicitaire		Frais de production			
	Amount	Per cent	Amount	Per cent	Amount	Per cent
	— Montant	— Pourcentage	— Montant	— Pourcentage	— Montant	— Pourcentage
Print media — Imprimés .....	158,807,158	81.6	35,877,265	18.4	194,684,423	100.0
Television — Télévision .....	138,061,154	84.1	26,144,423	15.9	164,205,577	100.0
Radio .....	55,031,900	91.4	5,194,658	8.6	60,226,558	100.0
Outdoor and transportation — A l'extérieur et transport en commun .....	12,428,804	86.9	1,880,316	13.1	14,309,120	100.0
Direct mail, point of purchase, brochures, contests, etc. — Par la poste, aux points de vente, brochures, catalogues, concours, etc. ....	...	...	15,347,728	100.0	15,347,728	100.0
Other — Autres .....	...	...	1,558,943	100.0	1,558,943	100.0
Total .....	364,329,016	80.9	86,003,333	19.1	450,332,349	100.0

TABLE 9. Percentage Distribution of Advertising Billings by Medium and Kind of Service, by Size Group, 1969  
(Note: Agencies classified by amount of advertising billings)

TABLEAU 9. Répartition proportionnelle du chiffre d'affaires de publicité, par support et genre de service, par ordre de grandeur, 1969  
(Nota: Agences classées selon leur chiffre d'affaires de publicité)

Amount of advertising billings — Chiffre d'affaires de publicité	Total		Media billings — Chiffre d'affaires	Production charges — Frais de production	Total		Media billings — Chiffre d'affaires	Production charges — Frais de production
	amount — montant	per cent — pourcentage	Print media — Imprimés	Television — Télévision	amount — montant	per cent — pourcentage	Outdoor and transportation — Supports extérieurs et transport en commun	
Less than — Moins de \$500,000 .....	8,520,214	100.0	84.2	15.8	1,007,646	100.0	90.0	10.0
\$ 500,000-\$2,499,999 .....	36,468,696	100.0	82.3	17.7	12,191,719	100.0	85.6	14.4
2,500,000- 4,999,999 .....	20,680,923	100.0	82.7	17.3	9,706,139	100.0	81.3	18.7
5,000,000- 9,999,999 .....	24,943,257	100.0	80.1	19.9	23,892,268	100.0	85.4	14.6
10,000,000 and over — et plus .....	104,071,333	100.0	81.2	18.8	117,407,805	100.0	83.8	16.2
Total .....	194,684,423	100.0	81.6	18.4	164,205,577	100.0	84.1	15.9
			Radio		Outdoor and transportation		Supports extérieurs et transport en commun	
Less than — Moins de \$500,000 .....	1,784,992	100.0	95.2	4.8	682,838	100.0	87.1	12.9
\$ 500,000-\$2,499,999 .....	9,087,444	100.0	91.8	8.2	3,328,165	100.0	85.6	14.4
2,500,000- 4,999,999 .....	3,855,889	100.0	90.2	9.8	1,373,045	100.0	89.3	10.7
5,000,000- 9,999,999 .....	9,713,686	100.0	93.2	6.8	1,517,092	100.0	85.0	15.0
10,000,000 and over — et plus .....	35,784,547	100.0	90.7	9.3	7,407,980	100.0	87.3	12.7
Total .....	60,226,558	100.0	91.4	8.6	14,309,120	100.0	86.9	13.1



One copy, properly completed, should be returned within one month of receipt

Taken in conformity with the requirements of the Statistics Act, Chapter 257, revised statutes of Canada, 1952.

CONFIDENTIAL

DOMINION BUREAU OF STATISTICS  
Merchandising and Services Division  
OTTAWA - CANADA

# ADVERTISING AGENCIES 1969

Revise name or address if not correct

## 1. FORM OF ORGANIZATION - (check one box)

☐ Individual proprietorship ☐ Partnership ☐ Incorporated Company ☐ Other (specify) \_\_\_\_\_

## 2. NUMBER OF OFFICES

How many offices (including head office if in Canada) were operated during 1969? .....

## 3. WORKING PROPRIETORS - (Not applicable to incorporated companies)

How many proprietors were actively engaged in the business during 1969? .....

(a) Male .....

(b) Female .....

## 4. PAID EMPLOYEES AND PAYROLL

(a) What was the average number of employees during the year? Include executives of incorporated companies but not proprietors of unincorporated firms. ....

(i) Male .....

(ii) Female .....

(b) What was the total amount paid to the above employees in salaries, wages, commissions, bonuses, leave pay or payments in kind? Report the full amount before deductions. Include the salaries of working executives of incorporated companies but do not include the withdrawals of working proprietors of unincorporated businesses .....

No.

\$ (omit cents)

## 5. GROSS ADVERTISING BILLINGS TO CLIENTS

If exact figures are not available, please estimate carefully. Quote dollars, omit cents.

Quote "Media Billings" exactly as billed to client. Principally, this will include net billings plus commission (exclude commissions rebated to the client), cost of programs in TV and radio program advertising, plus any other charges by station, network or performers.

Under "Production Charges" include all billings to clients for actually producing print and other advertising and commercials, include story boards, etc. This will include net billings for charges by art studios, production houses, freelancers, performers used in commercials, residuals, plus charges for work done by agency staff, plus commissions (exclude those rebated to the client).

If commissions are split with other agencies in Canada, adjust billings accordingly.

Media	Media billings	Production charges	Total
	\$	\$	\$
(i) Daily newspapers .....			
(ii) Week-end (roto) magazines .....			
(iii) Weekly, semi-weekly, tri-weekly newspapers .....			
(iv) Consumer magazines .....			
(v) Trade papers .....			
(vi) Other print media (e.g. Yellow Pages, farm publications, college papers, etc.) .....			
(a) Total print media .....			
(b) Television .....			
(c) Radio .....			
(d) Outdoor and transportation .....			
(e) Direct mail, point of purchase, brochures, catalogues, contests etc. (include mailing cost in "production charges") .....			
(f) Other (movie theatre advertising, labels, logos, trade shows, etc.) .....			
Total gross advertising billings to clients .....			
6. OTHER GROSS BILLINGS TO CLIENTS - marketing and media research, public relations work, translation services, sales analyses, sales campaigns, etc. ....			
7. TOTAL GROSS BILLINGS TO CLIENTS FOR MEDIA, PRODUCTION AND SERVICES (5+6) .....			

	Revenue from commission on media billings	Revenue from work done by own staff plus commission on production charges	Total revenue from advertising
8. GROSS REVENUE FROM ADVERTISING BILLINGS, i.e. revenue from billings reported in question 5 (include cash discounts retained) .....			
9. GROSS REVENUE FROM OTHER GROSS BILLINGS, i.e. revenue from billings reported in question 6 .....			
10. OTHER GROSS OPERATING REVENUE – retainers, fees where commission is not applicable or was rebated to the client .....			
11. TOTAL GROSS OPERATING REVENUE (8+9+10) .....			
12. NET PROFIT (OR LOSS) BEFORE INCOME TAXES	(a) Profit .....		
	(b) Loss .....		

#### CERTIFICATE

This is to certify that the information contained in this report is correct and complete to the best of my knowledge and belief, and covers the period

from \_\_\_\_\_ 19\_\_\_\_ to \_\_\_\_\_ 19\_\_\_\_

Name (please print)	Title
Signature	Telephone number
Address	Date of this report



# Advertising agencies

1970

# Agences de publicité

1970







## ADVERTISING AGENCIES

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## AGENCES DE PUBLICITÉ

1970

*Published by Authority of*  
The Minister of Industry, Trade and Commerce

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#### NOTA

Les chiffres ayant été arrondis les totaux ne correspondent pas toujours.

1970

1970

Summary of Data

In 1970 advertising agencies reported billings totalling \$470,352,117, an increase of 3.1 % from the \$456,142,810 reported for 1969. Gross revenue increased by 5.1 % (8.8 % in 1969) and net profit (before income taxes) decreased by 18.3 % from the 1969 figure. There was a decrease in the reported number of persons employed (0.5 % from 1969) while salaries and wages increased by 5.5 % from \$46,628,740 in 1969 to \$49,209,223 in 1970.

It should be noted that the number of advertising agencies covered by the 1970 survey increased to 194 from 163 in 1969. This increase was largely due to more intensive efforts to improve upon the survey coverage. Advertising agencies included for the first time were mainly firms reporting less than \$2.5 millions in Advertising billings during 1970. The effect of the increase coverage is shown in Table 4.

Amount of Billings, Gross Revenue and Net Profit

Total billings increased from \$456,142,810 in 1969 to \$470,352,117 in 1970, a 3.1 % increase between the two years. Advertising billings increased by 2.8 % (from \$450,332,349 in 1969 to \$462,731,972 in 1970) while billings from market surveys, research and other services increased by 31.1 % (from \$5,810,461 to \$7,620,145). Table 1.

Gross revenue increased to \$82,895,710 in 1970, up 5.1 % over the \$78,874,175 reported in 1969. Gross revenue from advertising billings increased by 6.6 % while reported revenue from market surveys, research and other services and other operating revenue items showed decreases of 3.5 % and 40.4 % respectively from the previous year.

Net profit (before deductions for income taxes) decreased by 18.3 % between 1969 and 1970. By comparing the data summarized in Table 3 with the same table in 1969 it was found that net profit has decreased for each group of agencies. The decreases ranged from 46.1 % for those agencies classified to the less than \$500,000 size group to 10.8 % for the \$10,000,000 and over size group.

It should be noted gross revenue data for the years 1969 and 1970 are comparable to one another. The data for the years 1964 to 1968, though comparable between these years, is not comparable to 1969 and 1970. (Table 1). This was brought about by a change in the 1969 questionnaire design which substantially altered the data reported for the question relating to gross revenue from market surveys, research and other services.

Employment

The 194 advertising agencies employed 2,497 men and 2,353 women during 1970. The total number of employees equaled 4,850 and represents a 0.5 % decrease from the total of 4,876 reported in 1969. The average number of employees for the agencies classified to the less than \$500,000 size group (Table 3) increased from 3.4 employees in 1969 to 3.7 in 1970 while it decreased for each of the other size groups: from 14.0 in 1969 to 11.6 in 1970 for the \$500,000 to \$2,499,999 size group; from 39.6 to 36.5 for the \$2,500,000 to \$4,999,999 size group; from 67.6 to 60.7 for the \$5,000,000 to \$9,999,999 size group and from 218.2 to 197.9 for the \$10,000,000 and over size group.

Analyse des résultats de 1970

En 1970, les agences de publicité ont déclaré un chiffre d'affaires total de \$470,352,117, une hausse de 3.1 % par rapport au montant déclaré en 1969 (\$456,142,810). Les recettes brutes totales ont augmenté de 5.1 % (8.8 % en 1969) tandis que le bénéfice net (avant déductions des impôts sur le revenu) a diminué de 18.3 % par rapport au montant enregistré en 1969. Le nombre de personnes employées a diminué de 0.5 % par rapport à 1969, mais la rémunération totale a été en hausse de 5.5 % en passant de \$46,628,740 en 1969 à \$49,209,223 en 1970.

Le nombre d'agences de publicité incluses dans l'enquête en 1970 s'est chiffré à 194, en hausse de 31 par rapport au nombre inclus en 1969. Cette hausse dans le nombre d'agences est dû aux efforts additionnels encourus afin d'inclure toutes les agences de publicité au Canada. Les agences de publicité faisant partie de l'enquête pour la première fois sont surtout des entreprises dont le chiffre d'affaires de publicité en 1970 est inférieur à \$2,500,000 (voir le Tableau 4).

Chiffre d'affaires, recettes brutes et bénéfice net

Le chiffre d'affaires total est passé de \$456,142,810 en 1969 à \$470,352,117 en 1970, une hausse de 3.1 %. Le chiffre d'affaires de publicité a augmenté de 2.8 % (de \$450,332,349 en 1969 à \$462,731,972 en 1970) et le chiffre d'affaires au titre d'études de marché, recherche et autres services a augmenté de 31.1 % (de \$5,810,461 en 1969 à \$7,620,145 en 1970).

Les recettes brutes totales se sont chiffrées à \$82,895,710 en 1970, soit une hausse de 5.1 % par rapport au montant de \$78,874,175 rapporté en 1969. Les recettes brutes au titre du chiffre d'affaires de publicité ont augmenté de 6.6 % tandis que les recettes brutes au titre d'études de marché, recherche et autres services et les autres recettes brutes d'exploitation ont diminué de 3.5 % et de 40.4 % respectivement.

Le bénéfice net (avant déductions des impôts sur le revenu) a diminué de 18.3 % par rapport à 1969. En comparant les données publiées au Tableau 3 pour les années 1969 et 1970 on constate que le bénéfice net a diminué pour tous les groupes d'agences de publicité classées selon leur chiffre d'affaires total, variant d'une diminution de 46.1 % pour le groupe d'agences comprises dans la classe de moins de \$500,000 à une diminution de 10.8 % pour la classe de \$10,000,000 et plus.

Il est à noter que les données relatives aux recettes brutes totales pour les années 1969 et 1970 sont comparables entre elles. Les données pour les années 1964 à 1968, quoique comparables entre elles, ne sont pas comparables aux données des années 1969 et 1970 (Tableau 1). Ceci est dû à un changement effectué au questionnaire en 1969 qui a sensiblement modifié les données déclarées à la question se rapportant aux recettes brutes au titre d'études de marché, recherche et autres services.

Emploi

En 1970, les 194 agences de publicité ont employé 2,497 hommes et 2,353 femmes. Le nombre total d'employés est de 4,850, ceci représente une diminution de 0.5 % par rapport aux 4,876 personnes employées en 1969. Le nombre moyen d'employés pour le groupe d'agences comprises dans la classe du chiffre d'affaires total de moins de \$500,000 (Tableau 3) a augmenté en passant de 3.4 employés en 1969 à 3.7 en 1970 tandis qu'il a diminué dans chacun des autres groupes d'agences: de 14.0 employés en 1969 à 11.6 en 1970 pour le groupe d'agences comprises dans la classe de \$500,000 à \$2,499,999, de 39.6 à 36.5 pour le groupe de \$2,500,000 à \$4,999,999, de 67.6 à 60.7 pour le groupe de \$5,000,000 à \$9,999,999 et de 218.2 à 197.9 pour le groupe de \$10,000,000 et plus.



## Form of Organization

Table 3 shows that 11.3 % (22) of the total number of agencies in Canada are unincorporated firms.

## Concentration

In 1970, 22 advertising agencies (11.3 % of the total number) accounted for 72.4 % (\$340,745,932) of the total billings in Canada. In 1969, these agencies reported total billings of \$337,568,053 representing 74.0 % of the total billings in Canada.

## Print Media Billings

Of the 194 advertising agencies, 172 showed a breakdown of print media billings by type of print media. The results are summarized in Tables 5 and 6. Daily newspapers received the greatest proportion of the total print media billings (43.8 %) followed by consumer magazines (23.4 %) and trade papers (16.7 %). The type of print media used fluctuated between advertising agencies within different size groups. Agencies within the \$10,000,000 and over size group report 13.6 % of their total print media billings fell into trade papers while the two smaller size groups showed 32.1 % and 23.5 % (Table 5). Table 6 shows that advertising agencies in the \$10,000,000 and over size group accounted for 53.8 % of the total print media billings. This group also accounted for the majority of print media billings for each type of print media ranging from 43.8 % for trade papers to 67.5 % for week-end (roto) magazines.

## Media Selection

Advertising agencies classified to the three smaller size groups (less than \$5,000,000 in billings) appeared to concentrate their efforts in advertising within the print media (53.2 % to 64.7 %). The two larger size group concentrated more of their activity within the television media (42.2 % and 46.5 %) Table 7.

## Analysis of Advertising Billings

Advertising billings is the amount charged to the customer. This amount is composed of two parts, a fee charged by the media for the rental of time or space and a fee charged by the advertising agency or by a third party to produce the commercial. Table 8 gives the breakdown of advertising billings by kind of service. The table shows production charges were always less than 20.0 % of advertising billings regardless of the media used. It should be noted that production charges of print media and television are higher than the production charges for radio and outdoor and transportation (18.9 % and 16.6 % compared to 9.4 % and 10.2 %).

Table 9 gives the same breakdown between media billings and production charges by size groups.

## Nota Bene

The figures published in 1969 and 1970 cannot all be compared with data from previous years since a change in the form of the questionnaire has made it impossible to group figures in the same way. As a result, it was necessary to change Tables 1 and 5 from earlier publications, though Tables 2, 3, 4 and 6 remain the same. Also, please note that in the 1969 publication (Tables 3, 4, 5, 6, 7 and 9) the agencies have been classified according to total billings and not advertising billings.

## Forme d'organisation

Le Tableau 3 nous montre qu'en 1970 11.3 % (22) du nombre total d'agences au Canada étaient des sociétés non constituées.

## Degré de concentration

En 1970, 22 agences de publicité (11.3 % du nombre total) ont rapporté 72.4 % (\$340,745,932) du chiffre d'affaires total au Canada. En 1969, ces agences avaient déclaré un chiffre d'affaires total de \$337,568,053, soit 74.0 % du chiffre d'affaires total au Canada.

## Chiffre d'affaires total dans les imprimés

Des 194 agences de publicité, 172 ont pu nous fournir une ventilation de leur chiffre d'affaires dans les imprimés par genre d'imprimés. Les Tableaux 5 et 6 présentent cette ventilation. Les journaux quotidiens reçoivent la plus grande proportion (43.8 %) du chiffre d'affaires total dans les imprimés des agences de publicité. Au deuxième rang vient le chiffre d'affaires placé dans les revues de consommateurs (23.4 %) puis celui placé dans les revues professionnelles (16.7 %). Le genre d'imprimé employé variait selon les groupes d'agences de publicité. Ainsi, le groupe d'agences comprises dans la classe de \$10,000,000 et plus ont déclaré que 13.6 % de leur chiffre d'affaires total dans les imprimés était effectué avec les revues professionnelles tandis que pour les agences comprises dans les deux plus petites classes ce genre d'imprimé représentait respectivement 32.1 % et 23.5 % de leur chiffre d'affaires total dans les imprimés. Au Tableau 6 on peut constater que le groupe d'agences comprises dans la classe de \$10,000,000 et plus comptait pour 53.8 % du chiffre d'affaires total placé dans les imprimés. Ce groupe d'agences comptait également pour la majorité du chiffre d'affaires placé dans chacun des genres d'imprimés, allant de 43.8 % pour les revues professionnelles à 67.5 % pour les journaux de fin de semaine.

## Choix de supports publicitaires

Les trois premiers groupes d'agences de publicité (chiffre d'affaires de publicité de moins de \$5,000,000) placent la majorité de leur chiffre d'affaires de publicité dans les imprimés (53.2 % à 64.7 %) tandis que pour les deux derniers groupes la télévision accapare la majeure partie du chiffre d'affaires de publicité, soit 42.2 % et 46.5 % respectivement. (Voir le Tableau 7).

## Analyse du chiffre d'affaires de publicité

Le chiffre d'affaires de publicité représente le montant facturé au client. Ce montant se répartit en deux, le montant facturé pour la location de temps ou d'espace dans les supports publicitaires et le montant facturé pour produire le message publicitaire. Le Tableau 8 donne la répartition du chiffre d'affaires de publicité par genre de service. Ce tableau montre que les frais de production sont toujours inférieurs à 20.0 % du chiffre d'affaires de publicité, quel que soit le support publicitaire utilisé. Il est à noter que les frais de production pour les imprimés et la télévision sont plus élevés que pour la radio et les messages commerciaux placés à l'extérieur et dans les systèmes de transport (18.9 % et 16.6 % contre 9.4 % et 10.2 %).

Le Tableau 9 nous donne cette même répartition du chiffre d'affaires de publicité pour chaque groupe d'agences classées selon leur chiffre d'affaires de publicité.

## Nota bene

Les données publiées en 1969 et 1970 ne sont pas toutes comparables à celles des années précédentes. En effet, un changement dans le questionnaire nous a empêché de grouper les données de la même façon. Par conséquent, les Tableaux 1 et 5 des publications antérieures ont dû être modifiés, tandis que les Tableaux 2, 3, 4 et 6 sont identiques. Veuillez aussi noter que dans la publication de 1969 (Tableaux 3, 4, 5, 6, 7 et 9) les agences ont été classées selon le chiffre d'affaires total et non le chiffre d'affaires de publicité.

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1964-1970

TABLEAU 1. Statistique récapitulative des agences de publicité au Canada, 1964-1970

Year — Année	Number of firms — Nombre d'agen- ces	Amount of billings — Chiffre d'affaires			Gross revenue on — Recettes brutes au titre de			Other gross operating revenue (retainers, fees where commission is not applicable or was rebateable to the client)  Autres recettes brutes d'exploitation (honoraires dans le cas où l'on ne calcule pas de commission ou que celle-ci a été ristournée au client)	Total		Net profit (before de- duction for income taxes) — Bénéfice net (avant déductions des impôts sur le revenu)
		Adver- tising billings(1)	Market surveys, research and other services	Total	Advertising billings(1)  Chiffre d'affaires de publicité(1)		Market surveys, research and other services(2)				
					Amount — Montant	Per cent of billings — Pourcentage du chiffre d'affaires					
									Chiffre d'affaires de publi- cité(1)	Étude de marché, recherche et autres services	
				dollars				dollars		dollars	
1964 .....	149	314,354,627	3,785,712	318,140,339	49,619,164	15.8	3,785,712	187,056	53,591,932	16.8	4,081,379
1965 .....	159	358,264,704	4,294,663	362,559,347	56,497,703	15.8	4,294,663	202,368	60,994,714	16.8	5,712,001
1966 .....	165	396,687,409	5,488,460	402,175,869	61,227,597	15.4	5,488,460	199,128	66,915,185	16.6	6,578,493
1967 .....	176	424,845,770	4,749,467	429,595,237	67,871,692	16.0	4,749,467	213,445	72,834,604	17.0	6,019,603
1968 .....	171	421,812,807	4,332,114	426,144,921	67,833,415	16.1	4,332,114	310,745	72,476,274	17.0	4,744,010
1969 .....	163	450,332,349	5,810,461	456,142,810	73,225,447	16.3	5,964,017	1,684,711	78,874,175	17.3	9,388,551
1970 .....	194	462,731,972	7,620,145	470,352,117	78,066,833	16.9	8,284,357	1,004,520	82,895,710	17.9	7,670,258

(1) Includes production work done by agency staff. - Comprend le travail de production fait par le personnel des agences.

(2) The 1969 and 1970 data are not comparable to prior years. - Les données de 1969 et de 1970 ne sont pas comparables aux années antérieures.

TABLE 2. Employment and Gross Revenue for 1964-1970

TABLEAU 2. Emploi et recettes brutes, 1964-1970

Year - Année	Number of firms - Nombre d'agences	Gross revenue - Recettes brutes	Employees - Employés			Total amount paid to employees - Rémunération totale	Per cent of gross revenue - Pourcentage des recettes brutes
			Male - Hommes	Female - Femmes	Total		
		dollars	number	nombre		dollars	
1964 .....	149	53,591,932	2,375	2,078	4,453	33,170,850	61.9
1965 .....	159	60,994,714	2,491	2,207	4,698	37,049,736	60.7
1966 .....	165	66,915,185	2,574	2,399	4,973	40,771,172	60.9
1967 .....	176	72,834,604	2,618	2,520	5,138	44,034,036	60.5
1968 .....	171	72,476,274	2,511	2,408	4,919	44,651,258	61.6
1969 .....	163	78,874,175	2,502	2,374	4,876	46,628,740	59.1
1970 .....	194	82,895,710	2,497	2,353	4,850	49,209,223	59.4

TABLE 3. Employment and Net Revenue of Advertising Agencies, 1970, Classified According to Total Billings and Form of Organization

TABLEAU 3. Emploi et recettes nettes en 1970 des agences de publicité, classées suivant leur chiffre d'affaires total et leur forme d'organisation

Form of organization — Forme d'organisation	Total billings — Chiffre d'affaires total					
	Less than — Moins de \$500,000	\$500,000- 2,499,999	\$2,500,000- 4,999,999	\$5,000,000- 9,999,999	\$10,000,000 and over — et plus	Total
<u>Incorporated firms — Sociétés constituées</u>						
Number of firms — Nombre d'agences .....	69	68	13	8	14	172
Number of employees — Nombre d'employés .....	284	786	474	486	2,771	4,801
Salaries and wages — Traitements et salaires .....	\$ 1,857,140	7,650,248	4,583,883	4,619,523	30,288,124	48,998,918
Net profit (before income taxes) — Bénéfice net (avant déduction des impôts sur le revenu) .....	\$ 98,232	915,385	540,329	722,829	5,210,007	7,486,782
<u>Unincorporated firms — Sociétés non constituées</u>						
Number of firms — Nombre d'agences .....	22	—	—	—	—	22
Number of employees — Nombre d'employés .....	49	—	—	—	—	49
Salaries and wages — Traitements et salaires .....	\$ 210,305	—	—	—	—	210,305
Number of working proprietors — Nombre de propriétaires actifs ....	25	—	—	—	—	25
Net profit (before proprietors' salaries and income taxes) — Bénéfice net (avant déduction des traitements des propriétaires et des impôts sur le revenu) .....	\$ 183,476	—	—	—	—	183,476

TABLE 4. Billings of Advertising Agencies, 1964-1970  
Note: Agencies classified by amount of total billings

TABEAU 4. Chiffre d'affaires des agences de publicité, 1964-1970  
Nota: Agences classées selon leur chiffre d'affaires total

Year — Année	Total billings — Chiffre d'affaires total											
	Less than Moins de \$500,000		\$500,000- 2,499,999		\$2,500,000- 4,999,999		\$5,000,000- 9,999,999		\$10,000,000 and over et plus		Total	
	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant
	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars
1964 .....	81	14,952,983	44	48,810,741	6	22,613,840	6	38,045,815	12	193,716,960	149	318,140,339
1965 .....	81	14,086,483	53	63,049,366	6	23,440,169	6	37,500,729	13	224,482,600	159	362,559,347
1966 .....	83	14,790,938	52	57,915,159	10	32,603,195	7	49,148,590	13	247,717,987	165	402,175,869
1967 .....	86	15,057,557	58	63,066,935	11	35,731,322	8	57,332,654	13	258,406,749	176	429,595,237
1968 .....	83	13,973,050	56	63,016,996	12	41,052,625	7	48,040,688	13	260,061,562	171	426,144,921
1969 .....	75	13,925,111	56	66,829,989	10	37,819,657	9	61,356,921	13	276,211,132	163	456,142,810
1970 .....	91	15,381,417	68	68,567,816	13	45,656,952	8	53,766,793	14	286,979,139	194	470,352,117

TABE 5. Print Media Billings by Type of Print Media as Percentage of Total Print Media, 1970  
Note: Agencies classified by amount of total billings

TABEAU 5. Chiffre d'affaires dans les imprimés par support publicitaire par rapport au montant total du chiffre d'affaires dans les imprimés, 1970  
Nota: Agences classées selon leur chiffre d'affaires total

Total billings — Chiffre d'affaires total	Number of firms — Nombre d'agen- ces	Amount of print media billings — Chiffre d'affaires dans les imprimés	Number of firms showing the breakdown of print media by type — Nombre d'agences donnant la ven- tilation du chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires dans les imprimés	Per cent — Pour- cen- tage	Daily news- papers — Jour- naux quoti- diens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly semi-weekly tri-weekly newspapers — Journaux hebdomadaire, bimédoma- daire et trihédoma- daire	Consumer magazines — Revue de consomma- teurs	Trade papers — Revue profession- nelles	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux col- léiaux, etc.)
		dollars		dollars							
Less than — Moins de \$500,000	91	8,083,631	82	7,333,557	100.0	33.7	4.2	10.0	10.2	32.1	9.8
\$ 500,000-\$2,499,999 .....	68	29,849,196	62	27,258,525	100.0	43.6	5.3	3.3	16.2	23.5	8.1
2,500,000- 4,999,999 .....	13	19,721,286	10	15,263,131	100.0	48.0	6.6	1.8	27.5	14.2	1.9
5,000,000- 9,999,999 .....	8	15,638,196	7	13,309,442	100.0	49.1	3.5	2.4	28.0	14.7	2.3
10,000,000 and over — et plus .....	14	86,283,984	11	73,640,282	100.0	43.1	9.1	4.1	25.6	13.6	4.5
Total .....	194	159,576,293	172	136,804,937	100.0	43.8	7.3	3.8	23.4	16.7	5.0

TABE 6. Print Media Billings by Type of Print Media as Percentage of Individual Print Media, 1970  
Note: Agencies classified by amount of total billings

TABEAU 6. Chiffre d'affaires dans les imprimés par support publicitaire par rapport au chiffre d'affaires dans chaque support publicitaire, 1970  
Nota: Agences classées selon leur chiffre d'affaires total

	Number of Firms — Nombre d'agences	Amount of print media billings — Chiffre d'affaires dans les imprimés	Number of firms showing the breakdown of print media by type — Nombre d'agences donnant la ventilation du chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires dans les imprimés	Daily newspapers — Journaux quotidiens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly semi-weekly tri-weekly newspapers — Journaux hebdomadaires, bihebdomadaires et trihebdomadaires	Consumer magazines — Revue de consommateurs	Trade papers — Revue professionnelles	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (page jaunes, journaux agricoles, journaux collégiaux, etc.)	
Total billings Chiffre d'affaires total											
		dollars		dollars	per cent — pourcentage						
Less than — Moins de \$500,000	91	8,083,631	82	7,333,557	4.1	3.2	13.9	2.3	10.3	10.5	
\$ 500,000-\$2,499,999 .....	68	29,849,196	62	27,258,525	19.9	14.5	17.2	13.9	27.9	32.3	
2,500,000- 4,999,999 .....	13	19,721,286	10	15,263,131	12.2	10.1	5.2	13.1	9.5	4.3	
5,000,000- 9,999,999 .....	8	15,638,196	7	13,309,442	10.9	4.7	6.0	11.7	8.5	4.4	
10,000,000 and over — et plus .....	14	86,283,984	11	73,640,282	52.9	67.5	57.7	59.0	43.8	48.5	
Total .....	%				100.0	100.0	100.0	100.0	100.0	100.0	
Total .....	\$	194	159,576,293	172	136,804,937	59,960,296	9,912,351	5,238,541	31,957,071	22,914,400	6,822,278

TABLE 7. Percentage Distribution of Advertising Billings by Medium, 1970  
(Agencies classified by amount of total billings)

TABLEAU 7. Répartition proportionnelle du chiffre d'affaires de publicité, par support publicitaire, 1970  
(Agences classées selon leur chiffre d'affaires total)

Total billings — Chiffre d'affaires total	Number of firms — Nombre d'agences	Adver- tising billings — Total Chiffre d'affaires de publicité	Distribution of advertising billings — Répartition du chiffre d'affaires de publicité						
			Print media — Imprimés	Television — Télévision	Radio	Outdoor and transportation — Supports extérieur et transport en commun	Direct mail, point of purchase, brochures, catalogues, contests, etc. — Par la poste, aux points de vente, brochures, catalogues, concours, etc.	Other — Autres	Total
		dollars							per cent — pourcentage
Less than — Moins de \$500,000 .....	91	14,766,127	64.7	8.9	12.0	2.2	10.8	1.4	100.0
\$ 500,000-\$2,499,999 .....	68	66,012,890	54.4	18.5	16.0	3.8	6.1	1.2	100.0
2,500,000-4,999,999 .....	13	45,135,817	53.2	28.2	12.0	3.0	2.7	0.9	100.0
5,000,000-9,999,999 .....	8	52,690,476	36.5	46.5	13.5	2.1	0.9	0.5	100.0
10,000,000 and over — et plus .....	14	284,126,662	38.0	42.2	13.1	2.9	3.8	—	100.0
Total .....	194	462,731,972	42.5	36.9	13.4	2.9	3.9	0.4	100.0

TABLE 8. Advertising Billings to Clients by Medium and Kind of Service, 1970

TABLEAU 8. Chiffre d'affaires de publicité, par support publicitaire et genre de service, 1970

Media — Support publicitaire	Media billings — Support publicitaire		Production charges — Frais de production		Total	
	Amount — Montant	Per cent — Pourcentage	Amount — Montant	Per cent — Pourcentage	Amount — Montant	Per cent — Pourcentage
Print media — Imprimés .....	159,576,293	81.1	37,168,127	18.9	196,744,420	100.0
Television — Télévision .....	142,379,610	83.4	28,353,984	16.6	170,733,594	100.0
Radio .....	56,247,556	90.6	5,825,490	9.4	62,073,046	100.0
Outdoor and transportation — À l'extérieur et transport en commun .....	12,132,080	89.8	1,376,787	10.2	13,508,867	100.0
Direct mail, point of purchase, brochures, contests, etc. — Par la poste, aux points de vente, brochures, catalogues, concours, etc. ...	...	...	17,956,304	100.0	17,956,304	100.0
Other — Autres .....	...	...	1,715,741	100.0	1,715,741	100.0
Total .....	370,335,539	80.0	92,396,433	20.0	462,731,972	100.0

TABLE 9. Percentage Distribution of Advertising Billings by Medium and Kind of Service, by Size Group, 1970  
Note: Agencies classified by amount of total billings

TABLEAU 9. Répartition proportionnelle du chiffre d'affaires de publicité, par support et genre de service, par ordre de grandeur, 1970  
Nota: Agences classées selon leur chiffre d'affaires total

Total billings — Chiffre d'affaires total	Total		Media billings — Chiffre d'affaires	Production charges — Frais de production	Total		Media billings — Chiffre d'affaires	Production charges — Frais de production
	amount — montant	per cent — pourcentage			amount — montant	per cent — pourcentage		
			Print media — Imprimés				Television — Télévision	
Less than — Moins de \$500,000 .....	9,560,353	100.0	84.6	15.4	1,317,653	100.0	89.7	11.3
\$ 500,000-\$2,499,999 .....	35,916,264	100.0	83.1	16.9	12,194,026	100.0	85.8	14.2
2,500,000-4,999,999 .....	24,011,632	100.0	82.1	17.9	12,738,316	100.0	81.0	19.0
5,000,000-9,999,999 .....	19,231,076	100.0	81.3	18.7	24,516,645	100.0	84.9	15.1
10,000,000-and over — et plus .....	108,025,095	100.0	79.9	20.1	119,966,954	100.0	83.0	17.0
Total .....	196,744,420	100.0	81.1	18.9	170,733,594	100.0	83.4	16.6
			Radio				Outdoor and transportation — Supports extérieurs et transport en commun	
Less than — Moins de \$500,000 .....	1,765,728	100.0	89.2	10.8	318,953	100.0	85.8	14.2
\$ 500,000-\$2,499,999 .....	10,573,932	100.0	91.2	8.8	2,512,263	100.0	84.1	15.9
2,500,000-4,999,999 .....	5,412,489	100.0	89.7	10.3	1,375,563	100.0	89.7	10.3
5,000,000-9,999,999 .....	7,097,453	100.0	95.7	4.3	1,133,900	100.0	86.8	13.2
10,000,000 and over — et plus .....	37,223,444	100.0	89.7	10.3	8,168,188	100.0	92.2	7.8
Total .....	62,073,046	100.0	90.6	9.4	13,508,867	100.0	89.8	10.2



Taken in conformity with the requirements of the Statistics Act, Chapter 257, revised statutes of Canada, 1952.

CONFIDENTIAL

## DOMINION BUREAU OF STATISTICS

Merchandising and Services Division

OTTAWA - CANADA

## ADVERTISING AGENCIES

1970

Revise name or address if not correct

## 1. FORM OF ORGANIZATION - (check one box)

☐ Individual proprietorship ☐ Partnership ☐ Incorporated Company ☐ Other (specify) \_\_\_\_\_

## 2. NUMBER OF OFFICES

How many offices (including head office if in Canada) were operated during 1970? \_\_\_\_\_

## 3. WORKING PROPRIETORS - (Not applicable to incorporated companies)

How many proprietors were actively engaged in the business during 1970? \_\_\_\_\_

(a) Male \_\_\_\_\_

(b) Female \_\_\_\_\_

## 4. PAID EMPLOYEES AND PAYROLL

(a) What was the average number of employees during the year? Include executives of incorporated companies, but not proprietors of unincorporated firms. \_\_\_\_\_

(i) Male \_\_\_\_\_

(ii) Female \_\_\_\_\_

(b) What was the total amount paid to the above employees in salaries, wages, commissions, bonuses, leave pay or payments in kind? Report the full amount before deductions. Include the salaries of working executives of incorporated companies but do not include the withdrawals of working proprietors of unincorporated businesses \_\_\_\_\_

No. \_\_\_\_\_

\$ (omit cents) \_\_\_\_\_

## 5. GROSS ADVERTISING BILLINGS TO CLIENTS

If exact figures are not available, please estimate carefully.

Quote "Media Billings" exactly as billed to client. Principally, this will include net billings plus commission (exclude commissions related to the client), cost of programs in TV and radio program advertising, plus any other charges by station, network or performers.

Under "Production Charges" include all billings to clients for actually producing print and other advertising and commercials, include story boards, etc. This will include net billings for charges by art studios, production houses, freelancers, performers used in commercials, residuals, plus charges for work done by agency staff, plus commissions (exclude those related to the client).

If commissions are split with other agencies in Canada, adjust billings accordingly.

Media	Media billings \$ (omit cents)	Production charges	Total
(i) Daily newspapers .....	x x x x x x x x x x	x x x x x x x x x x	x x x x x x x x x x
(ii) Week-end (oro) magazines .....	x x x x x x x x x x	x x x x x x x x x x	x x x x x x x x x x
(iii) Weekly, semi-weekly, tri-weekly newspapers .....	x x x x x x x x x x	x x x x x x x x x x	x x x x x x x x x x
(iv) Consumer magazines .....	x x x x x x x x x x	x x x x x x x x x x	x x x x x x x x x x
(v) Trade papers .....	x x x x x x x x x x	x x x x x x x x x x	x x x x x x x x x x
(vi) Other print media (e.g., Yellow Pages, farm publications, college papers, etc.) .....	x x x x x x x x x x	x x x x x x x x x x	x x x x x x x x x x
(a) Total print media .....	\$ (omit cents)	\$ (omit cents)	\$ (omit cents)
(b) Television .....			
(c) Radio .....			
(d) Outdoor and transportation .....			
(e) Direct mail, point of purchase, brochures, catalogues, contests, etc. (include mailing cost in "production charges") .....	x x x x x x x x x x		
(f) Other (movie theatre advertising, labels, logos, trade shows, etc.) .....	x x x x x x x x x x		
Total gross advertising billings to clients .....	\$ (omit cents)		

## 6. OTHER GROSS BILLINGS TO CLIENTS - marketing and media research, public relations work, translation services, sales analyses, sales campaigns, etc. \_\_\_\_\_

## 7. TOTAL GROSS BILLINGS TO CLIENTS FOR MEDIA, PRODUCTION AND SERVICES (5+6) \_\_\_\_\_

	Revenue from media billings		Revenue from work done by own staff plus commission on production charges	Total revenue from advertising
	Commissions	Fees		
8. GROSS REVENUE FROM ADVERTISING BILLINGS, i.e. revenue from billings reported in question 5 (include cash discounts retained) .....	\$ (omit cents)	\$ (omit cents)	\$ (omit cents)	\$ (omit cents)
9. GROSS REVENUE FROM OTHER GROSS BILLINGS, i.e. revenue from billings reported in question 6 .....				
10. OTHER GROSS OPERATING REVENUE — such as retainers .....				
11. TOTAL GROSS OPERATING REVENUE (8 + 9 + 10) .....				
12. NET PROFIT (OR LOSS) BEFORE INCOME TAXES	(a) Profit .....			
	(b) Loss .....			

#### CERTIFICATE

This is to certify that the information contained in this report is correct and complete to the best of my knowledge and belief, and covers the period

from \_\_\_\_\_ 19 \_\_\_\_ to \_\_\_\_\_ 19 \_\_\_\_

Name (please print)	Title
Signature	Telephone number
Address	Date of this report

## AGENCES DE PUBLICITÉ

1970

Corriger le nom et l'adresse, s'il y a lieu

## 1. FORME JURIDIQUE - (pointer une case)

☐ Propriété individuelle☐ Société en nom collectif☐ Société constituée☐ Autre (préciser)

## 2. NOMBRE DE BUREAUX

Combien de bureaux (y compris le siège social, s'il se trouve au Canada) votre entreprise a-t-elle exploités en 1970? ....

Nombre

## 3. PROPRIÉTAIRES ACTIFS - (ne s'applique pas aux sociétés constituées)

Combien de propriétaires ont activement participé à l'exploitation de l'entreprise en 1970? (a) Hommes .....

## 4. EMPLOYÉS RÉMUNÉRÉS ET FEUILLE DE PAIE

(b) Femmes .....

a) Nombre moyen d'employés durant l'année. Inclure les directeurs des sociétés constituées, mais non les propriétaires des sociétés non constituées

(i) Hommes .....

(ii) Femmes .....

\$ (omettre les cents)

b) Montant global versé aux employés mentionnés ci-dessus en traitements, salaires, commissions, gratifications, paye de congé et paiements en nature. Déclarer le montant brut, avant déductions. Inclure les traitements des directeurs actifs des sociétés constituées, mais non les retraits opérés par les propriétaires actifs dans le cas des sociétés non constituées

## 5. CHIFFRE D'AFFAIRES DE PUBLICITÉ

Faute de chiffres exacts, veuillez donner une estimation aussi précise que possible.

Inscrire sous "Chiffre d'affaires par support publicitaire", le montant exact facturé aux clients. Cette rubrique contiendra principalement le montant net des factures plus la commission (ne tenez pas compte des commissions ristournées aux clients), le coût des émissions dans le cas de publicité à la télévision et à la radio, plus les autres frais exigés par les stations, les réseaux ou les exécutants.

Sous "Frais de production", inscrire le montant des sommes facturées aux clients pour tous les travaux publicitaires, y compris les maquettes-scénarios, etc. Les montants comprendront le montant net des factures relatives aux frais exigés par les studios d'art, les maisons de production, les artistes indépendants et les exécutants qui ont participé à la réalisation de messages publicitaires, les soldes de compte, plus les frais pour le travail de production du personnel de l'agence, plus les commissions (à l'exclusion de celles qui sont ristournées aux clients).

Si les commissions sont partagées avec d'autres agences au Canada, veuillez faire les rectifications nécessaires.

Support publicitaire	Chiffre d'affaires par support publicitaire \$ (omettre les cents)	Frais de production x x x x x x x x x x	Total x x x x x x x x x x
i) Journaux quotidiens .....		x x x x x x x x x x	x x x x x x x x x x
ii) Journaux de fin de semaine .....		x x x x x x x x x x	x x x x x x x x x x
iii) Journaux hebdomadaire, bihebdomadaire et trihebdomadaire .....		x x x x x x x x x x	x x x x x x x x x x
iv) Revues des consommateurs .....		x x x x x x x x x x	x x x x x x x x x x
v) Revues professionnelles .....		x x x x x x x x x x	x x x x x x x x x x
vi) Autres imprimés (par exemple, les pages jaunes, les journaux agricoles, les journaux collégiaux, etc.) .....		x x x x x x x x x x	x x x x x x x x x x
a) Total, imprimés .....		\$ (omettre les cents)	\$ (omettre les cents)
b) Télévision .....			
c) Radio .....			
d) Supports extérieurs et transports en commun .....			
e) Publicité par la poste, aux points de vente, brochures, catalogues, concours, etc. (inclure les frais de poste comme "Frais de production") .....	x x x x x x x x x x		
f) Autres (publicité dans les cinémas, création d'étiquettes, graphisme, expositions commerciales, etc.) .....	x x x x x x x x x x		
Chiffre d'affaires de publicité, total .....	\$ (omettre les cents)		
6. CHIFFRE D'AFFAIRES DE SERVICES NON PUBLICITAIRES - organisation de la vente et recherches sur les supports publicitaires, travail de relations publiques, services de traduction, analyses des ventes, campagnes de vente, etc. ....			
7. CHIFFRE D'AFFAIRES TOTAL (SUPPORTS PUBLICITAIRES, PRODUCTION ET SERVICES) (5+6) .....			

	Recettes provenant du chiffre d'affaires des supports publicitaires		Recettes provenant du travail effectué par votre personnel, plus commission sur les frais de production	Recettes totales provenant de la publicité
	Commissions	Honoraires		
8. RECETTES BRUTES DE PUBLICITÉ, c'est-à-dire, recettes afférentes au chiffre d'affaires déclaré à la question 5 (inclure les escomptes retenus) .....	\$ (omettre les cents)	\$ (omettre les cents)	\$ (omettre les cents)	\$ (omettre les cents)
9. RECETTES BRUTES DE SERVICES NON PUBLICITAIRES, c'est-à-dire, recettes afférentes au chiffre d'affaires déclaré à la question 6 .....				
10. AUTRES RECETTES BRUTES D'EXPLOITATION – tels les honoraires reçus d'avance .....				
11. TOTAL DES RECETTES BRUTES D'EXPLOITATION (8 + 9 + 10) .....				
12. BÉNÉFICE NET (OU PERTE NETTE) AVANT LES RETENUES POUR L'IMPÔT a) Bénéfice .....				
b) Perte .....				

#### ATTESTATION

Le soussigné certifie que les renseignements indiqués dans cette déclaration sont, à sa connaissance, exacts et complets, et qu'ils visent la période allant.

du \_\_\_\_\_ 19 \_\_\_\_ au \_\_\_\_\_ 19 \_\_\_\_

Nom (en caractères moulés)	Titre (ou fonction)
Signature	Numéro de téléphone
Adresse	Date de la déclaration







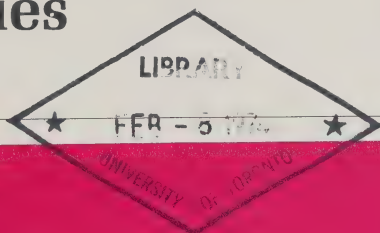


# Advertising agencies

1972

# Agences de publicité

1972







## ADVERTISING AGENCIES

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## AGENCES DE PUBLICITÉ

1972

*Published by Authority of*  
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#### NOTA

Les chiffres ayant été arrondis les totaux ne correspondent pas toujours.

Introduction

In 1972, the 189 advertising agencies included in the survey reported gross advertising billings to clients totalling \$535,065,705 and included media billings of \$415,250,213; production charges of \$107,953,488 and other billings amounting to \$11,862,004. Other billings include activities such as marketing and media research; public relations work, translation services, sales analysis and sales campaigns. Gross revenue amounted to \$92,063,968 and net profit (before income taxes) was reported at \$9,363,609.

It should be noted that comparable 1971 advertising agency data will not be available because the program was not conducted for that year. For 1971, some limited data will be available in the 1971 publications of the Census of Merchandising and Services. The 1972 results have, therefore, been compared to the published 1970 figures.

Total Billings, Gross Revenue and Net Profit

As shown in Table 1, total billings increased from \$470,352,117 in 1970 to \$535,065,705 in 1972, an increase of 13.8 %. Advertising billings increased by 13.1 % (from \$462,731,972 to \$523,203,701) between the two years while other billings from marketing and media research, public relations and other such services increased by 55.7 % (from \$7,620,145 to \$11,862,004).

Gross revenue increased to \$92,063,968 in 1972, up 11.1 % over the \$82,895,710 reported in 1970. Gross revenue from advertising billings rose by 12.4 % while reported gross revenue from marketing and media research, public relations and other such services decreased by 10.0 % between the two years. Other gross operating revenue (i.e. retainers, fees) showed a decrease of 9.3 % between 1970 and 1972. During this same period net profit (before deductions for income taxes) increased by 22.1 %.

Please note that gross revenue data for the years 1969, 1970 and 1972 are comparable to one another. The data for the years 1964 to 1968, though comparable between these years, are not comparable to 1969, 1970 and 1972 (Table 1). This was brought about by a change in the 1969 questionnaire design which substantially altered the data reported for the question relating to gross revenue from market surveys, research and other services.

Employment and Salaries and Wages

Data relating to employment and salaries and wages is presented in tables 2 and 3. Advertising agencies reported a total of 4,474 employees including 2,308 males and 2,166 females and salaries and wages totalling \$53,014,072. Employment data reported for 1972 is not comparable to any of the previous years. This was due to a change in the 1972 concept which required respondents to report employment for the last complete week (or closest pay period) of September instead of an annual average number of employees as requested for previous years.

Introduction

En 1972, les 189 agences de publicité comprises dans l'enquête ont déclaré un chiffre d'affaires total, brut, de \$535,065,705, ce qui comprend un chiffre d'affaires à l'égard des supports publicitaires de \$415,250,213; les frais de production se sont élevés à \$107,953,488 et les autres services à \$11,862,004. Les autres chiffres d'affaires comprennent des services tels que la commercialisation et les recherches sur les supports publicitaires, le travail de relations publiques, les services de traduction, l'analyse des ventes et les campagnes de vente. Les recettes brutes se sont élevées à \$92,063,968 et le bénéfice net (avant les déductions d'impôts) à \$9,363,609.

Il est à noter que les données de même nature sur les agences de publicité ne sont pas disponibles pour 1971, l'enquête n'ayant pas été effectuée cette année-là. Quelques renseignements, de nature plus limitée, seront disponibles pour 1971 dans les publications traitant du Recensement du Commerce et des Services de 1971. Les résultats obtenus pour 1972 sont donc comparés aux chiffres publiés pour 1970.

Chiffre d'affaires total, recettes brutes et bénéfice net

Comme l'indique le tableau 1, le chiffre d'affaires total a augmenté de 13.8 % passant de \$470,352,117 en 1970 à \$535,065,705 en 1972. Le chiffre d'affaires de publicité a augmenté de 13.1 % (de \$462,731,972 à \$523,203,701) dans l'intervalle de ces deux années tandis que les autres chiffres d'affaires provenant de la commercialisation, des recherches sur les supports publicitaires, des relations publiques et d'autres services de ce genre ont augmenté de 55.7 % (de \$7,620,145 à \$11,862,004).

Les recettes brutes se sont élevées à \$92,063,968 soit 11.1 % d'augmentation par rapport aux \$82,895,710 de 1970. Les recettes brutes de publicité ont augmenté de 12.4 % tandis que les recettes brutes de la commercialisation, des recherches sur les supports publicitaires, des relations publiques et d'autres services du même genre ont diminué de 10.0 % dans l'intervalle de ces deux années. Les autres recettes brutes d'exploitation (c.-à-d. les honoraires reçus d'avance) ont diminué de 9.3 % entre 1970 et 1972. Durant la même période, le bénéfice net (avant les retenues pour l'impôt), a augmenté de 22.1 %.

Veuillez noter que les recettes brutes des années 1969, 1970 et 1972 peuvent être comparées entre elles. Les renseignements relatifs aux années 1964 à 1968 peuvent être comparés entre eux mais ne peuvent pas être comparés aux renseignements de 1969, 1970 et 1972 (tableau 1). La raison en est un changement introduit dans la formulation du questionnaire de 1969, changement qui a considérablement modifié la nature des renseignements fournis quant aux recettes brutes au titre d'études de marché, de la recherche et d'autres services.

Emploi et rémunération

Les renseignements ayant trait à l'emploi et à la rémunération sont résumés aux tableaux 2 et 3. Les agences de publicité ont déclaré avoir employé 4,474 personnes dont 2,308 employés de sexe masculin et 2,166 employés de sexe féminin, et avoir payé \$53,014,072 en rémunération. Les données sur l'emploi de 1972 ne peuvent être comparées à aucune de celles des années précédentes, du fait d'un changement de formulation introduit dans le questionnaire de cette année là. En effet, alors qu'au cours des années précédentes on demandait d'indiquer le nombre de personnes employées en moyenne par année, en 1972, on a demandé d'indiquer le nombre d'employés ayant travaillé pendant la dernière semaine complète de septembre ou pendant la période de paie la plus rapprochée.



### Concentration

In 1972, a total of 25 firms were classified to the two larger size groups (over \$5,000,000 in billings) reporting \$410,115,089 in advertising billings or 76.6 % of the total billings in Canada. These same two size groups in 1970, consisting of 22 firms, reported advertising billings of \$340,745,932 representing 72.4 % of total billings.

### Print Media Billings

Of the 189 advertising agencies, 166 showed a breakdown of print media billings by type of print media. The results are summarized in Tables 5 and 6.

### Media Selection

Advertising agencies classified to the three smaller size groups (less than \$5,000,000 in billings) reported the greatest proportion of their total advertising billings within the print media (44.9 % to 61.6 %). This pattern was not duplicated for firms classified to the two larger size groups (over \$5,000,000 in billings). These firms showed 43.1 % and 43.5 % of their respective total billings were generated within the television media.

### Analysis of Advertising Billings

Advertising billings is the amount charged to the customer. This amount is composed of two parts, a fee charged by the media for the rental of time or space and a fee charged by the advertising agency or by a third party to produce the commercial. Table 8 gives the breakdown of advertising billing by kinds of service. The table shows production charges were 20.6 % of advertising billings. It should be noted that production charges of print media are higher than the production charges for radio, television and outdoor and transportation (22.0 % compared to 14.1 %, 7.9 % and 15.7 %).

Table 9 gives the same breakdown between media billings and production charges by size groups.

### Concentration

En 1972, 25 agences étaient classées dans les deux plus grandes catégories (plus de \$5,000,000 de chiffre d'affaires); elles déclaraient au total \$410,115,089 de chiffre d'affaires de publicité soit 76.6 % du chiffre d'affaires total au Canada. Ces deux mêmes catégories comptaient 22 agences en 1970 et déclaraient \$340,745,932 de chiffre d'affaires de publicité, soit 72.4 % du chiffre d'affaire total.

### Chiffre d'affaires, imprimés

Sur les 189 agences de publicité considérées, 166 ont donné la répartition de leur chiffre d'affaires en imprimés selon le genre d'imprimés. Les résultats sont présentés aux tableaux 5 et 6.

### Choix de support publicitaire

Les agences de publicité classées dans les trois plus petites catégories (moins de \$5,000,000 de chiffre d'affaires) ont déclaré que la plus grande partie de leur chiffre d'affaires de publicité provenait des imprimés (de 44.9 % à 61.6 %). Ce qui n'est pas le cas pour les agences classées dans les deux plus grandes catégories (plus de \$5,000,000 de chiffre d'affaires). Ces agences ont déclaré que 43.1 % et 43.5 %, respectivement, de leur chiffre d'affaires de publicité provenait de la télévision.

### Analyse du chiffre d'affaires de publicité

Le chiffre d'affaires de publicité est le montant facturé aux clients. Ce montant se compose de deux parties, les frais de support de publicité pour l'espace ou le temps retenu et les frais de production de l'annonce publicitaire réclamés par l'agence de publicité ou par un tiers. La ventilation du chiffre d'affaires de publicité selon le genre de service est présentée au tableau 8. Le tableau indique que les frais de production constituaient 20.6 % du chiffre d'affaires de publicité. Il faut noter que les frais de production pour imprimés sont plus élevés que les frais de production pour la radio, la télévision, les panneaux-réclame et les affiches utilisées dans les moyens de transport (22.0 % comparé à 14.1 %, 7.9 % et 15.7 %).

Le tableau 9 donne la même ventilation entre frais de support publicitaire et frais de production selon les catégories d'agences.

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1964-1972

TABLEAU 1. Statistique récapitulative des agences de publicité au Canada, 1964-1972

Year - Année	Number of firms - Nombre d'agences	Amount of billings - Chiffre d'affaires			Gross revenue on - Recettes brutes au titre de			Other gross operating revenue (retainers, fees where commission is not applicable or was rebate to the client) - Autres recettes brutes d'exploitation (honoraires dans le cas où l'on ne calcule pas de commission ou que celle-ci a été ristournée au client)	Total		Net profit (before deduction for income taxes) - Bénéfice net (avant déductions des impôts sur le revenu)
		Advertising billings(1) - Chiffre d'affaires de publicité(1)	Market surveys, research and other services - Étude de marché, recherche et autres services	Total	Advertising billings(1) - Chiffre d'affaires de publicité(1)	Market surveys, research and other services(2) - Étude de marché, recherche et autres services(2)					
						Amount - Montant	Per cent of billings - Pourcentage du chiffre d'affaires				
									Amount - Montant	Per cent of billings - Pourcentage du chiffre d'affaires	
		dollars						dollars		dollars	
1964	149	314,354,627	3,785,712	318,140,339	49,619,164	15.8	3,785,712	187,056	53,591,932	16.8	4,081,379
1965	159	358,264,704	4,294,643	362,559,347	56,497,703	15.8	4,294,643	202,368	60,994,714	16.8	5,712,001
1966	165	396,687,409	5,488,460	402,175,869	61,227,597	15.4	5,488,460	199,128	66,915,185	16.6	6,578,493
1967	176	424,845,770	4,749,467	429,595,237	67,871,692	16.0	4,749,467	213,445	72,834,604	17.0	6,019,603
1968	171	421,812,807	4,332,114	426,144,921	67,833,415	16.1	4,332,114	310,745	72,476,274	17.0	4,744,010
1969	163	450,332,349	5,810,461	456,142,810	73,225,447	16.3	5,810,461	1,684,711	78,874,175	17.3	9,388,551
1970	194	462,731,972	7,620,145	470,352,117	78,066,833	16.9	7,620,145	1,004,520	82,895,710	17.6	7,670,258
1972	189	523,203,701	11,862,004	535,065,705	87,712,532	16.8	11,862,004	911,145	92,063,968	17.2	9,363,609

(1) Includes production work done. - Comprend le travail de production.

(2) The 1969 and 1970 data are not comparable to prior years. - Les données de 1969 et de 1970 ne sont pas comparables aux années antérieures.

TABLE 2. Employment and Gross Revenue for 1964-1972

TABLEAU 2. Emploi et recettes brutes, 1964-1972

Year - Année	Number of firms - Nombre d'agences	Gross revenue - Recettes brutes	Employees(1) - Employés(1)			Total amount paid to employees - Rémunération totale	Per cent of gross revenue - Pourcentage des recettes brutes
			Male - Hommes	Female - Femmes	Total		
		dollars	number - nombre			dollars	
1964	149	53,591,932	2,375	2,078	4,453	33,170,850	61.9
1965	159	60,994,714	2,491	2,207	4,698	37,049,736	60.7
1966	165	66,915,185	2,574	2,399	4,973	40,771,172	60.9
1967	176	72,834,604	2,618	2,520	5,138	44,034,036	60.5
1968	171	72,476,274	2,511	2,408	4,919	44,651,258	61.6
1969	163	78,874,175	2,502	2,374	4,876	46,628,740	59.1
1970	194	82,895,710	2,497	2,353	4,850	49,209,223	59.4
1972	189	92,063,968	2,308	2,166	4,474	53,014,072	57.6

(1) As of the last complete week of September 1972 or closest pay period. - La dernière semaine de paie de septembre 1972 ou la période de paie la plus rapprochée.

TABLE 3. Employment and Net Revenue of Advertising Agencies, 1972, Classified According to Total Billings and Form of Organization

TABLEAU 3. Emploi et recettes nettes en 1972 des agences de publicité, classées suivant leur chiffre d'affaires total et leur forme d'organisation

Form of organization — Forme d'organisation	Total billings — Chiffre d'affaires total					
	Less than — Moins de \$500,000	\$500,000- 2,499,999	\$2,500,000- 4,999,999	\$5,000,000- 9,999,999	\$10,000,000 and over — et plus	Total
<u>Incorporated firms — Sociétés constituées</u>						
Number of firms — Nombre d'agences .....	72	64	9	11	14	170
Number of employees — Nombre d'employés .....	246	735	258	586	2,606	4,431
Salaries and wages — Traitements et salaires .....	\$ 2,139,401	7,768,488	3,115,620	7,017,832	32,646,807	52,688,148
Net profit (before income taxes) — Bénéfice net (avant déduction des impôts sur le revenu) .....	\$ 462,860	1,419,792	629,676	1,048,864	5,515,615	9,076,807
<u>Unincorporated firms — Sociétés non constituées</u>						
Number of firms — Nombre d'agences .....	17	2	—	—	—	19
Number of employees — Nombre d'employés .....	21	22	—	—	—	43
Salaries and wages — Traitements et salaires .....	\$ 19	x	—	—	—	325,924
Number of working proprietors — Nombres de propriétaires actifs ..	19	2	—	—	—	21
Net profit (before proprietors' salaries and income taxes) — Bénéfice net (avant déduction des traitements des propriétaires et des impôts sur le revenu) .....	\$ x	x	—	—	—	286,802

TABLE 4. Billings of Advertising Agencies, 1964-1972

Note: Agencies classified by amount of total billings

TABLEAU 4. Chiffre d'affaires des agences de publicité, 1964-1972

Nota: Agences classées selon leur chiffre d'affaires total

Year — Année	Total billings — Chiffre d'affaires total											
	Less than Moins de \$500,000		\$500,000- 2,499,999		\$2,500,000- 4,999,999		\$5,000,000- 9,999,999		\$10,000,000 and over — et plus		Total	
	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant
	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars
1964 .....	81	14,952,983	44	48,810,741	6	22,613,840	6	38,045,815	12	193,716,960	149	318,140,339
1965 .....	81	14,086,483	53	63,049,366	6	23,440,169	6	37,500,729	13	224,482,600	159	362,559,347
1966 .....	83	14,790,938	52	57,915,159	10	32,603,195	7	49,148,590	13	247,717,987	165	402,175,869
1967 .....	86	15,057,557	58	63,066,955	11	35,731,322	8	57,332,654	13	258,406,749	176	429,595,237
1968 .....	83	13,973,050	56	63,016,996	12	41,052,625	7	48,040,688	13	260,061,562	171	426,144,921
1969 .....	75	13,925,111	56	66,829,989	10	37,819,657	9	61,356,921	13	276,211,132	163	456,142,810
1970 .....	91	15,381,417	68	68,567,816	13	45,656,952	8	53,766,793	14	286,979,139	194	470,352,117
1972 .....	89	18,958,577	66	71,711,790	9	34,280,249	11	76,064,892	14	334,050,197	189	535,065,705

TABLE 5. Print Media Billings by Type of Print Media as Percentage of Total Print Media, 1972

Note: Agencies classified by amount of total billings

TABLEAU 5. Chiffre d'affaires dans les imprimés par support publicitaire par rapport au montant total du chiffre d'affaires dans les imprimés, 1972

Nota: Agences classées selon leur chiffre d'affaires total

Total billings — Chiffre d'affaires total	Number of firms — Nombre d'agences	Amount of print media billings — Chiffre d'affaires dans les imprimés	Number of firms showing the breakdown of print media by type — Nombre d'agences donnant la ven- tilation du chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires dans les imprimés	Per cent — Pour- cen- tage	Daily news- papers — Jour- naux quoti- diens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly semi-weekly tri-weekly newspapers — Journaux hebdomadaire, bihebdoma- daire et trihebdo- madaire	Consumer magazines — Revue de consomma- teurs	Trade papers — Revue profession- nelles	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux col- légiaux, etc.)
Less than — Moins de \$500,000	89	9,519,481	81	8,690,412	100.0	35.8	3.5	3.7	11.6	35.3	10.1
\$ 500,000-2,499,999 .....	66	30,455,037	58	25,567,400	100.0	42.5	7.0	5.0	14.4	23.1	8.0
2,500,000- 4,999,999 .....	9	11,977,423	7	8,301,700	100.0	54.7	x	x	22.2	13.6	x
5,000,000- 9,999,999 .....	11	23,277,956	9	19,388,784	100.0	42.4	x	x	32.3	13.3	x
10,000,000 and over — et plus .....	14	96,753,418	11	75,226,462	100.0	43.8	9.4	4.9	25.1	12.3	4.5
Total .....	189	171,983,315	166	137,174,758	100.0	43.5	8.0	4.2	23.1	16.0	5.2

TABLE 6. Print Media Billings by Type of Print Media as Percentage of Individual Print Media, 1972

Note: Agencies classified by amount of total billings

TABLEAU 6. Chiffre d'affaires dans les imprimés par support publicitaire par rapport au chiffre d'affaires dans chaque support publicitaire, 1972

Nota: Agences classées selon leur chiffre d'affaires total

Total billings — Chiffre d'affaires total	Number of firms — Nombre d'agences	Amount of print media billings — Chiffre d'affaires dans les imprimés	Number of firms showing the breakdown of print media by type — Nombre d'agences donnant la ven- tilation du chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires dans les imprimés	Daily news- papers — Jour- naux quoti- diens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly semi-weekly tri-weekly newspapers — Journaux hebdomadaire, bihebdoma- daire et trihebdo- madaire	Consumer magazines — Revue de consomma- teurs	Trade papers — Revue profession- nelles	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux col- légiaux, etc.)
Less than — Moins de \$500,000	89	9,519,481	81	8,690,412	5.2	2.8	5.5	3.2	14.0	12.4
\$ 500,000-2,499,999 .....	66	30,455,037	58	25,567,400	18.2	16.3	22.3	11.6	26.9	28.8
2,500,000- 4,999,999 .....	9	11,977,423	7	8,301,700	7.6	x	x	5.8	5.1	x
5,000,000- 9,999,999 .....	11	23,277,956	9	19,388,784	13.8	x	x	19.8	11.7	x
10,000,000 and over — et plus .....	14	96,753,418	11	75,226,462	55.2	64.4	63.3	59.6	42.3	47.6
Total .....	189	171,983,315	166	137,174,758	100.0	100.0	100.0	100.0	100.0	100.0
Total .....	189	171,983,315	166	137,174,758	59,668,414	11,027,040	5,769,042	31,676,292	21,938,119	7,095,851

TABLE 7. Percentage Distribution of Advertising Billings by Medium, 1972  
(Agencies classified by amount of total billings)

TABEAU 7. Répartition proportionnelle du chiffre d'affaires de publicité, par support publicitaire, 1972  
(Agences classées selon leur chiffre d'affaires total)

Total billings — Chiffre d'affaires total	Number of firms — Nombre d'agences	Adver- tising billings  Total  Chiffre d'affaires de publicité	Distribution of advertising billings						
			Répartition du chiffre d'affaires de publicité						
			Print media — Imprimés	Television — Télévision	Radio	Outdoor and transporta- tion — Supports extérieurs et transport en commun	Direct mail, point of purchase, brochures, catalogues, contests, etc. — Par la poste, aux points de vente, brochures, catalogues, concours, etc.	Other — Autres	Total
		dollars				per cent — pourcentage			
Less than — Moins de \$500,000 .....	89	18,257,841	61.6	12.2	11.3	2.5	11.2	1.2	100.0
\$ 500,000-\$2,499,999 .....	66	68,756,706	53.4	18.3	15.3	3.4	8.0	1.6	100.0
2,500,000- 4,999,999 .....	9	34,169,555	44.9	29.5	17.7	3.0	x	x	100.0
5,000,000- 9,999,999 .....	11	73,082,122	38.2	43.1	10.9	3.9	x	x	100.0
10,000,000 and over — et plus .....	14	328,937,477	39.3	43.5	11.2	2.9	x	x	100.0
Total .....	189	523,203,701	42.1	38.1	12.1	3.1	4.0	0.6	100.0

TABLE 8. Advertising Billings to Clients by Medium and Kind of Service, 1972

TABEAU 8. Chiffre d'affaires de publicité, par support publicitaire et genre de service, 1972

Media - Support publicitaire	Media billings = Support publicitaire		Production charges = Frais de production		Total	
	Amount = Montant	Per cent = Pourcentage	Amount = Montant	Per cent = Pourcentage	Amount = Montant	Per cent = Pourcentage
Print media - Imprimés	171,983,315	78.0	48,484,485	22.0	220,467,800	100.0
Television - Télévision	171,358,572	85.9	28,200,695	14.1	199,559,267	100.0
Radio	58,428,260	92.1	5,038,611	7.9	63,466,871	100.0
Outdoor and transportation - À l'extérieur et transport en commun	13,480,066	84.3	2,505,263	15.7	15,985,329	100.0
Direct mail, point of purchase, brochures, contests, etc. - Par la poste, aux points de vente, brochures, catalogues, concours, etc.	...	...	20,782,268	100.0	20,782,268	100.0
Other - Autres	...	...	2,942,166	100.0	2,942,166	100.0
Total	415,250,213	79.4	107,953,488	20.6	523,203,701	100.0

TABLE 9. Percentage Distribution of Advertising Billings by Medium and Kind of Service, by Size Group, 1972

Note: Agencies classified by amount of total billings

TABEAU 9. Répartition proportionnelle du chiffre d'affaires de publicité, par support et genre de service, par ordre de grandeur, 1972

Note: Agences classées selon leur chiffre d'affaires total

Total billings = Chiffre d'affaires total	Total		Media billings = Support publicitaire	Production charges = Frais de production	Total		Media billings = Support publicitaire	Production charges = Frais de production
	amount - montant	per cent - pourcentage			amount - montant	per cent - pourcentage		
			Print media - Imprimés		Television - Télévision			
Less than - Moins de \$500,000	11,248,278	100.0	84.6	15.4	2,231,422	100.0	90.5	9.5
\$ 500,000-\$2,499,999	36,751,566	100.0	82.9	17.1	12,605,675	100.0	84.5	15.5
2,500,000- 4,999,999	15,334,548	100.0	78.1	21.9	10,097,575	100.0	81.8	18.2
5,000,000- 9,999,999	27,920,818	100.0	83.4	16.6	31,503,696	100.0	85.9	14.1
10,000,000 and over - et plus	129,212,590	100.0	74.9	25.1	143,120,899	100.0	86.2	13.8
Total	220,467,800	100.0	78.0	22.0	199,559,267	100.0	85.9	14.1
			Radio		Outdoor and transportation = Supports extérieurs et transport en commun			
Less than - Moins de \$500,000	2,052,423	100.0	95.9	4.1	451,201	100.0	78.8	21.2
\$ 500,000-\$2,499,999	10,495,330	100.0	92.1	7.9	2,318,421	100.0	83.8	16.2
2,500,000- 4,999,999	6,045,856	100.0	90.9	9.1	1,011,863	100.0	85.9	14.1
5,000,000- 9,999,999	7,973,366	100.0	92.5	7.5	2,855,910	100.0	88.7	11.3
10,000,000 and over - et plus	36,899,896	100.0	91.9	8.1	9,347,934	100.0	83.2	16.8
Total	63,466,871	100.0	92.1	7.9	15,985,329	100.0	84.3	15.7



**ADVERTISING AGENCIES, 1972**

Complete and mail one copy within  
30 days of receipt

Authority - Statistics Act, Chapter 15,  
Statutes of Canada 1970-71-72.

(Exemplaires français disponibles  
sur demande)

Revise name or address if not correct

**INSTRUCTIONS**

Report for your fiscal year (normal business year) ending at any time between April 1, 1972 and March 31, 1973.

**1. FORM OF ORGANIZATION** - (check one box)

☐ Individual proprietorship ☐ Partnership ☐ Incorporated Company ☐ Other (specify) \_\_\_\_\_

**2. NUMBER OF OFFICES**

How many offices (including head office if in Canada) were operated during the reporting period? .....

**3. WORKING PROPRIETORS** - (Not applicable to incorporated companies)

How many proprietors were actively engaged in the business during the reporting period? .....

**4. PAID EMPLOYEES AND PAYROLL**

(a) Number of paid employees during the last complete week of September or closest pay period. Include working executives of incorporated companies but not proprietors of unincorporated businesses.

(i) Male .....

(ii) Female .....

Number

\$ (omit cents)

(b) Total salaries and wages paid to employees during the business year. Include commissions, bonuses, leave pay and payments in kind. Include the salaries of working executives of incorporated companies but do not include the withdrawals of working proprietors of unincorporated businesses. Report gross pay before deductions.

**5. GROSS ADVERTISING BILLINGS TO CLIENTS**

Quote "Media Billings" exactly as billed to client. Principally, this will include net billings plus commission (exclude commissions related to the client), cost of programs in TV and radio program advertising, plus any other charges by station, network or performers. Under "Production Charges" include all billings to clients for actually producing print and other advertising and commercials, include story boards, etc. This will include net billings for charges by art studios, production houses, freelancers, performers used in commercials, residuals, plus charges for work done by agency staff, plus commissions (exclude those related to the client). If commissions are split with other agencies in Canada, adjust billings accordingly. If exact figures are not available, please estimate carefully.

Media	Media billings	Production charges	Total
	\$ (omit cents)		
(i) Daily newspapers .....			
(ii) Week-end (oro) magazines .....			
(iii) Weekly, semi-weekly, tri-weekly newspapers .....			
(iv) Consumer magazines .....			
(v) Trade papers .....			
(vi) Other print media (e.g. Yellow Pages, farm publications, college papers, etc.) .....			
		\$ (omit cents)	\$ (omit cents)
(a) Total print media .....			
(b) Television .....			
(c) Radio .....			
(d) Outdoor and transportation .....			
(e) Direct mail, point of purchase, brochures, catalogues, contests, etc. (include mailing cost in "production charges") .....			
(f) Other (movie theatre advertising, labels, logos, trade shows, etc.) .....			
	\$ (omit cents)		
Total gross advertising billings to clients .....			

**6. OTHER GROSS BILLINGS TO CLIENTS** - marketing and media research, public relations work, translation services, sales analyses, sales campaigns, etc. ....

**7. TOTAL GROSS BILLINGS TO CLIENTS FOR MEDIA, PRODUCTION AND SERVICES (5 + 6)** .....





Division du commerce et des services

## AGENCES DE PUBLICITÉ, 1972

Renvoyer un exemplaire dûment rempli dans les  
30 jours suivant la réception.Déclaration exigée en vertu de la Loi sur la  
statistique, chapitre 15, Statuts du Canada de  
1970-71-72.

(English copies available on request)

Corriger le nom et l'adresse, s'il y a lieu

## DIRECTIVE

Faîtes porter votre déclaration sur l'année financière (l'année normale d'affaires) se terminant entre le 1er avril 1972 et le 31 mars 1973.

## 1. FORME JURIDIQUE (cocher une case)

☐ Entreprise individuelle ☐ Société en nom collectif ☐ Entreprise constituée en corporation ☐ Autre (préciser) .....

## 2. NOMBRE DE BUREAUX

Combien de bureaux (y compris le siège social, s'il se trouve au Canada) votre entreprise a-t-elle exploités au cours  
de la période de référence? .....

Nombre

## 3. PROPRIÉTAIRES ACTIFS (ne s'applique pas aux entreprises constituées en corporation)

Combien de propriétaires ont activement participé à l'exploitation de l'entreprise au cours de la période de référence? .....

## 4. SALARIÉS ET RÉMUNÉRATION

a) Nombre de salariés au cours de la dernière semaine complète de septembre ou de la période  
de paye la plus rapprochée. Inclure les administrateurs actifs des entreprises constituées  
en corporation mais non les propriétaires d'entreprises individuelles.

i) Hommes .....

ii) Femmes .....

\$ (omettre les cents)

b) Rémunération totale des salariés au cours de l'année financière, y compris les commissions, primes, congés payés  
et paiements en nature. Comptez aussi les traitements des administrateurs actifs des entreprises constituées en  
corporation, à l'exception toutefois des retraits des propriétaires actifs des entreprises individuelles. Déclarez la  
rémunération brute, avant déductions.

## 5. CHIFFRE D'AFFAIRES DE PUBLICITÉ

Inscrire sous "Chiffre d'affaires par support publicitaire", le montant exact facturé aux clients. Cette rubrique contiendra principalement le mon-  
tant net des factures plus la commission (ne tenez pas compte des commissions ristournées aux clients), le coût des émissions dans le cas de  
la publicité à la télévision et à la radio, plus les autres frais exigés par les stations, les réseaux ou les exécutants.Sous "Frais de production", inscrire le montant des sommes facturées aux clients pour tous les travaux publicitaires, y compris les maquettes-  
scénarios, etc. Les montants comprendront le montant net des factures relatives aux frais exigés par les studios d'art, les maisons de produc-  
tion, les artistes indépendants et les exécutants qui ont participé à la réalisation de messages publicitaires, les soldes de compte, plus les  
frais pour le travail de production du personnel de l'agence, plus les commissions (à l'exclusion de celles qui sont ristournées aux clients).

Si les commissions sont partagées avec d'autres agences au Canada, veuillez faire les rectifications nécessaires.

Faute de chiffres exacts, veuillez donner une estimation aussi précise que possible.

Support publicitaire	Chiffre d'affaires par support publicitaire \$(omettre les cents)	Frais de production	Total
i) Quotidiens .....			
ii) Journaux de fin de semaine .....			
iii) Journaux hebdomadaire, bihebdomadaire et trihebdomadaire .....			
iv) Revues des consommateurs .....			
v) Revues professionnelles .....			
vi) Autres imprimés (par exemple, les pages jaunes, les jour- naux agricoles, les journaux collégiaux, etc.) .....		\$(omettre les cents)	\$(omettre les cents)
a) Total, imprimés .....			
b) Télévision .....			
c) Radio .....			
d) Publicité extérieur et transports en commun .....			
e) Publicité par la poste, aux points de vente, brochures, catalo- gues, concours, etc. (inclure les frais de poste comme "Frais de production") .....			
f) Autres (publicité dans les cinémas, création d'étiquettes, gra- phisme, expositions commerciales, etc.) .....			
	\$(omettre les cents)		
Chiffre d'affaires de publicité, total .....			

6. CHIFFRE D'AFFAIRES DE SERVICES NON PUBLICITAIRES - commercialisation et recherches sur les supports  
publicitaires, travail de relations publiques, services de traduction, analyses des ventes, campagnes de vente, etc. ....

7. CHIFFRE D'AFFAIRES TOTAL (SUPPORTS DE PUBLICITÉ, PRODUCTION ET SERVICES) (5 + 6) .....

<b>8. RECETTES BRUTES DE PUBLICITÉ</b> , c'est-à-dire, recettes afférentes au chiffre d'affaires déclaré à la question 5 (inclure les escomptes retenus).		\$ (omettre les cents)
a) Recettes provenant des supports de publicité:		
i) Commissions .....		
ii) Honoraires .....		
b) Recettes provenant du travail de production effectué par votre personnel .....		
c) Recettes provenant du travail de production effectué à l'extérieur (commissions et honoraires) .....		
d) RECETTES TOTALES BRUTES PROVENANT DE LA PUBLICITÉ .....		
<b>9. RECETTES BRUTES DE SERVICES NON PUBLICITAIRES</b> , c'est-à-dire, recettes afférentes au chiffre d'affaires déclaré à la question 6 .....		
<b>10. AUTRES RECETTES BRUTES D'EXPLOITATION</b> — tels les honoraires reçus d'avance (précisez) .....		
<b>11. TOTAL DES RECETTES BRUTES D'EXPLOITATION</b> (8 (d) + 9 + 10) .....		
<b>12. BÉNÉFICE NET (OU PERTE NETTE) AVANT LES RETENUES POUR L'IMPÔT</b> a) Bénéfice .....		
b) Perte .....		

#### ATTESTATION

Je, soussigné, certifie que les renseignements donnés dans cette déclaration sont, à ma connaissance, exacts et complets, et qu'ils visent la période allant.

du \_\_\_\_\_ 19 \_\_\_\_\_ au \_\_\_\_\_ 19 \_\_\_\_\_

Nom (en caractères moulés)	Titre (ou fonction)
Signature	Numéro de téléphone
Adresse	Date de la déclaration









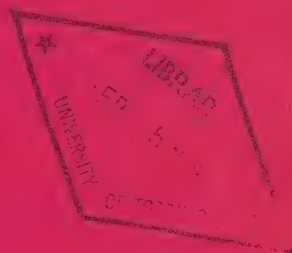
Government  
Publications

# Advertising agencies

1973

# Agences de publicité

1973







## ADVERTISING AGENCIES

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## AGENCES DE PUBLICITÉ

1973

*Published by Authority of*  
The Minister of Industry, Trade and Commerce

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*Publication autorisée par*  
le ministre de l'Industrie et du Commerce

December - 1974 - Décembre  
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#### NOTA

Les chiffres ayant été arrondis les totaux ne correspondent pas toujours.

## INTRODUCTION

In 1973, the 211 advertising agencies included in the survey reported gross billings to clients totaling \$586.2 million and included media billings of \$462.5 million, production charges of \$114.6 million and other billings amounting to \$9.0 million. Other billings include activities such as marketing and media research, public relations work, translation services, sales analysis and sales campaigns. Gross revenue amounted to \$103.7 million and net profit (before income taxes) was reported at \$9.5 million.

### Total Billings, Gross Revenue and Net Profit

As shown in Table 1, total billings increased from \$535.1 million in 1972 to \$586.2 million in 1973, an increase of 9.5%. Advertising billings increased by 10.3% (from \$523.2 million to \$577.1 million) while other billings from marketing and media research, public relations and other such services decreased by 24.4% (from \$11.9 million to \$9.0 million).

Gross revenue increase to \$103.7 million in 1973 up 12.6% over the \$92.1 million reported in 1972. Gross revenue from advertising billings rose by 12.9% while reported gross revenue from marketing and media research, public relations and other such services increased by 7.9%. Other gross operating revenue (i.e. retainers, fees) showed an increase of 1.9% between 1972 and 1973. During this same period net profit (before deductions for income taxes) increased by 1.1%.

Please note that gross revenue data for the years 1969 to 1973 are comparable to one another; however they are not comparable to the gross revenue data reported for the years 1964 to 1968 (Table 1). This was brought about by a change in the 1969 questionnaire design which substantially altered the data reported for the question relating to gross revenue from market surveys, research and other services.

### Employment, Salaries and Wages

Data relating to employment, salaries and wages is presented in Tables 2 and 3. Advertising agencies reported a total of 4,866 employees including 2,427 males and 2,439 females. Salaries and wages totalled \$59.6 million. Employment data reported for 1972 and 1973 are not comparable to any of the previous years. This was due to a change in the 1972 concept which required respondents to report employment for the last complete week (or closest pay period) of September instead of an annual average number of employees as requested for previous years.

Employment, salaries and wages, and net profit data for the 188 incorporated firms are summarized in Table 3. The remaining 23 unincorporated firms reported 69 employees with salaries and wages of \$526,000 and net profit (before income taxes) at \$530,000.

### Concentration

In 1973, a total of 25 firms were classified to the two larger size groups (over \$5,000,000 in billings) reporting \$430.2 million in advertising billings or 73.4% of the total billings in Canada. These same two size groups in 1972, consisting of 25 firms, reported advertising billings of \$402.0 million representing 75.1% of total billings.

En 1973 les 211 agences de publicité comprises dans l'enquête ont déclaré un chiffre d'affaires brut, de \$586.2 millions, ce qui comprend un chiffre d'affaires à l'égard des supports publicitaires de \$462.5 millions, les frais de production se sont élevés à \$114.6 millions et les autres services à \$9.0 millions. Les autres chiffres d'affaires comprennent des services tels que la commercialisation et les recherches sur les supports publicitaires, le travail de relations publiques, les services de traduction, l'analyse des ventes et les campagnes de vente. Les recettes brutes se sont élevées à \$103.7 millions et le bénéfice net (avant les déductions d'impôts) à \$9.5 millions.

### Chiffre d'affaires total, recettes brutes et bénéfice net

Comme l'indique le tableau 1, le chiffre d'affaires total a augmenté de 9.5 % passant de \$535.1 millions en 1972 à \$586.2 millions en 1973. Le chiffre d'affaires de publicité a augmenté de 10.3 % (de \$523.2 à \$577.1 millions) tandis que les autres chiffres d'affaires provenant de la commercialisation, des recherches sur les supports publicitaires, des relations publiques et d'autres services de ce genre ont diminué de 24.4 % (de \$11.9 millions à \$9.0 millions).

Les recettes brutes se sont élevées à \$103.7 millions soit 12.6 % d'augmentation par rapport aux \$92.1 millions de 1972. Les recettes brutes de publicité ont augmenté de 12.9 % tandis que les recettes brutes de la commercialisation, des recherches sur les supports publicitaires, des relations publiques et d'autres services du même genre ont augmenté de 7.9 %. Les autres recettes brutes d'exploitation (c.-à-d. les honoraires reçus d'avance) ont augmenté de 1.9 % entre 1972 et 1973. Durant la même période, le bénéfice net (avant les retenues pour l'impôt), a augmenté de 1.1 %.

Veuillez noter que les données sur les recettes brutes pour les années 1969 à 1973 sont comparables entre elles, toutefois, elles ne sont pas comparables aux données sur les recettes brutes déclarées pour les années 1964 à 1968 (tableau 1). La raison en est un changement introduit dans la formulation du questionnaire de 1969, changement qui a considérablement modifié la nature des renseignements fournis quant aux recettes brutes au titre d'études de marché, de la recherche et d'autres services.

### Emploi et rémunération

Les données relatives aux effectifs et aux salaires et traitements sont présentés aux tableaux 2 et 3. Les agences de publicité ont déclaré un effectif total de 4,866 employés soit 2,427 hommes et 2,439 femmes et des traitements et salaires \$59.6 millions. Les données sur l'emploi de 1972 et 1973 ne peuvent être comparées à aucune de celles des années précédentes, du fait d'un changement de formulation introduit dans le questionnaire de 1972. En effet, alors qu'au cours des années précédentes on demandait d'indiquer le nombre de personnes employées en moyenne par année, en 1972 on a demandé d'indiquer le nombre d'employés ayant travaillé pendant la dernière semaine complète de septembre ou pendant la période de paie la plus rapprochée.

Les données sur les effectifs, les salaires et traitements et les bénéfices nets des 188 entreprises constituées en corporation sont résumées au tableau 3. Les 23 autres entreprises non constituées en corporation ont déclaré un effectif de 69 employés dont les salaires et traitements s'élevaient à \$526,000, et des bénéfices nets (avant impôts) de \$530,000.

### Concentration

En 1973, 25 agences étaient classées dans les deux plus grandes catégories (plus de \$5,000,000 de chiffre d'affaires); elles déclaraient au total \$430.2 millions de chiffre d'affaires de publicité soit 73.4 % du chiffre d'affaires total au Canada. Ces deux mêmes catégories comptaient 25 agences en 1972 et déclaraient \$402.0 millions de chiffre d'affaires de publicité, soit 75.1 % du chiffre d'affaires total.



#### Print Media Billings

Of the 211 advertising agencies 180 showed a breakdown of print media billings by type of print media. The results are summarized in Tables 5 and 6.

#### Media Selection

Advertising agencies classified to the three smaller size groups (less than \$5,000,000 in billings) reported the greatest proportion of their total advertising billings within the print media (53.7% to 60.6%). This pattern was not duplicated for firms classified to the two larger size groups (\$5,000,000-\$9,999,999 and \$10,000,000 and over). These firms showed 50.4% and 46.8% of their respective total billings were generated within the television media.

#### Analysis of Advertising Billings

Advertising billings is the amount charged to the customer. This amount is composed of two parts, a fee charged by the media for the rental of time or space and a fee charged by the advertising agency or by a third party to produce the commercial. Table 8 gives the breakdown of advertising billing by kinds of service. The table shows production charges were 19.9% of advertising billings. It should be noted that production charges of print media are higher than the production charges for radio, television, and outdoor and transportation (19.7% compared to 8.2%, 16.7% and 14.9%).

Table 9 gives the same breakdown between media billings and production charges by size groups.

#### Chiffre d'affaires, imprimés

Sur les 211 agences de publicité considérées, 180 ont donné la répartition de leur chiffre d'affaires en imprimés selon le genre d'imprimés. Les résultats sont présentés aux tableaux 5 et 6.

#### Choix de support publicitaire

Les agences de publicité classées dans les trois plus petites catégories (moins de \$5,000,000 de chiffre d'affaires) ont déclaré que la plus grande partie de leur chiffre d'affaires de publicité provenait des imprimés (de 53.7 % à 60.6 %). Ce qui n'est pas le cas pour les agences classées dans les deux plus grandes catégories (\$5,000,000-\$9,999,999 et \$10,000,000 et plus). Ces agences ont déclaré que 50.4 % et 46.8 %, respectivement, de leur chiffre d'affaires de publicité provenant de la télévision.

#### Analyse du chiffre d'affaires de publicité

Le chiffre d'affaires de publicité est le montant facturé aux clients. Ce montant se compose de deux parties, les frais de support de publicité pour l'espace ou le temps retenu et les frais de production de l'annonce publicitaire réclamés par l'agence de publicité ou par un tiers. La ventilation du chiffre d'affaires de publicité selon le genre de service est présentée au tableau 8. Le tableau indique que les frais de production constituaient 19.9 % du chiffre d'affaires de publicité. Il faut noter que les frais de production pour imprimés sont plus élevés que les frais de production pour la radio, la télévision, les panneaux-réclame et les affiches utilisées dans les moyens de transport (19.7 % comparé à 8.2 %, 16.7 % et 14.9 %).

Le tableau 9 donne la même ventilation entre frais de support publicitaire et frais de production selon les catégories d'agences.

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1964-1973

TABLEAU 1. Statistique récapitulative des agences de publicité au Canada, 1964-1973

Year - Année	Number of firms - Nombre d'agences	Amount of billings — Chiffre d'affaires			Gross revenue on — Recettes brutes au titre de			Other gross operating revenue (retainers, fees where commission is not applicable or was rebatable to the client) — Autres recettes brutes d'exploitation (honoraires dans le cas où l'on ne calcule pas de commission ou que celle-ci a été ristournée au client)	Total gross operating revenue — Total des recettes brutes d'exploitation		Net profit (before deduction for income taxes) — Bénéfice net (avant déductions des impôts sur le revenu)
		Advertising billings(1) — Chiffre d'affaires de publicité(1)	Market surveys, research and other services — Étude de marché, recherche et autres services	Total	Advertising billings(1) Chiffre d'affaires de publicité(1)		Market surveys, research and other services(2) — Étude de marché, recherche et autres services(2)				
					Amount — Montant	Per cent of billings — Pourcentage du chiffre d'affaires					
									Amount — Montant	Per cent of billings — Pourcentage du chiffre d'affaires	
				\$'000			\$'000			\$'000	
1964 .....	149	314,355	3,785	318,140	49,619	15.8	3,786	187	53,592	16.8	4,081
1965 .....	159	358,265	4,294	362,559	56,498	15.8	4,295	202	60,995	16.8	5,712
1966 .....	165	396,687	5,489	402,176	61,228	15.4	5,488	199	66,915	16.6	6,578
1967 .....	176	424,846	4,749	429,595	67,872	16.0	4,750	213	72,835	17.0	6,020
1968 .....	171	421,813	4,332	426,145	67,833	16.1	4,332	311	72,476	17.0	4,744
1969 .....	163	450,332	5,811	456,143	73,225	16.3	3,964	1,685	78,874	17.3	9,389
1970 .....	194	462,732	7,620	470,352	78,067	16.9	3,824	1,005	82,896	17.6 <sup>x</sup>	7,670
1971(3) .....	..	..	..	..	..	..	..	..	..	..	..
1972 .....	189	523,204	11,862	535,066	87,713	16.8	3,440	911	92,064	17.2	9,364
1973 .....	211	577,117	9,045	586,162	99,026	17.2	3,713	928	103,667	17.7	9,464

(1) Includes production work done. - Comprend le travail de production.

(2) The 1969 to 1973 data are not comparable to prior years. - Les données de 1969 à 1973 ne sont pas comparables aux années antérieures.

(3) Comparable data for 1971 is not available. Limited data will be available from the 1971 Census of Merchandising and Services. - Des données comparables ne sont pas disponibles pour 1971. Quelques données seront disponibles dans la publication de 1971 du recensement du commerce et des services.

TABLE 2. Employment and Gross Revenue for 1964-1973

TABLEAU 2. Emploi et recettes brutes, 1964-1973

Year - Année	Number of firms - Nombre d'agences	Gross revenue - Recettes brutes	Employees(1) - Employés(1)			Total amount paid to employees - Rémunération totale	Per cent of gross revenue - Pourcentage des recettes brutes
			Male	Female	Total		
			Hommes	Femmes			
		\$'000	number - nombre			\$'000	
1964 .....	149	53,592	2,375	2,078	4,453	33,171	61.9
1965 .....	159	60,995	2,491	2,207	4,698	37,050	60.7
1966 .....	165	66,915	2,574	2,399	4,973	40,771	60.9
1967 .....	176	72,835	2,618	2,320	5,138	44,034	60.5
1968 .....	171	72,476	2,511	2,408	4,919	44,651	61.6
1969 .....	163	78,874	2,502	2,374	4,876	46,629	59.1
1970 .....	194	82,896	2,497	2,353	4,850	49,209	59.4
1971(2) .....	..	..	..	..	..	..	..
1972 .....	189	92,064	2,308	2,166	4,474	53,014	57.6
1973 .....	211	103,667	2,427	2,439	4,866	59,559	57.5

(1) As of the last complete week of September 1973 or closest pay period. - La dernière semaine de paie de septembre 1973 ou la période de paie la plus rapprochée.

(2) Comparable data for 1971 is not available. Limited data will be available from the 1971 Census of Merchandising and Services. - Des données comparables ne sont pas disponibles pour 1971. Quelques données seront disponibles dans la publication de 1971 du recensement du commerce et des services.

TABLE 3. Employment Salaries and Wages and Net profit of Incorporated Advertising Agencies, 1973, classified according to Total Gross Billings

TABLEAU 3. Effectifs, salaires et traitement et profit net des agences de publicité, constituées en société, classées suivant leur chiffre d'affaires total brut, 1973

Item - Article	Total gross billings - Chiffre d'affaires total brut					Total
	Less than - Moins de \$500,000	\$500,000- 2,499,999	\$2,500,000- 4,999,999	\$5,000,000- 9,999,999	\$10,000,000- and over - et plus	
Number of firms - Nombre d'agences .....	74	76	13	9	16	188
Number of employees - Nombre d'employés .....	251	804	372	448	2,922	4,797
Salaries and wages - Traitements et salaires .....	1,889	9,553	4,359	5,065	38,168	59,033
Net profit (before income taxes) - Bénéfice net (avant déduction des impôts sur le revenu) .....	213	1,630	456	1,169	5,468	8,934

TABLE 4. Billings of Advertising Agencies, 1964-1973  
Note: Agencies classified by amount of total billings

TABLEAU 4. Chiffre d'affaires des agences de publicité, 1964-1973  
Note: Agences classées selon leur chiffre d'affaires total

Year — Année	Total billings — Chiffre d'affaires total											
	Less than — Moins de \$500,000		\$500,000- 2,499,999		\$2,500,000- 4,999,999		\$5,000,000- 9,999,999		\$10,000,000 and over — et plus		Total	
	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant
	\$'000		\$'000		\$'000		\$'000		\$'000		\$'000	
1964 .....	81	14,953	44	48,811	6	22,614	6	38,046	12	193,716	149	318,140
1965 .....	81	14,086	53	63,049	6	23,440	6	37,501	13	224,483	159	362,559
1966 .....	83	14,791	52	57,915	10	32,603	7	49,149	13	247,718	165	402,176
1967 .....	86	15,057	58	63,067	11	35,731	8	57,333	13	258,407	176	429,595
1968 .....	83	13,973	56	63,017	12	41,053	7	48,041	13	260,061	171	426,145
1969 .....	75	13,925	56	66,830	10	37,820	9	61,357	13	276,211	163	456,143
1970 .....	91	15,381	68	68,568	13	45,657	8	53,767	14	286,979	194	470,352
1971(1) .....	..	..	..	..	..	..	..	..	..	..	..	..
1972 .....	89	18,559	66	71,712	9	34,280	11	76,065	14	334,050	189	535,066
1973 .....	95	18,273	77	85,123	14	48,238	9	65,180	16	369,348	211	586,162

(1) Comparable data for 1971 is not available. Limited data will be available from the 1971 Census of Merchandising and Services. — Des données comparables ne sont pas disponibles pour 1971. Quelques données seront disponibles dans la publication de 1971 du recensement du commerce et des services.

TABLE 5. Print Media Billings by Type of Print Media as Percentage of Total Print Media, 1973  
Note: Agencies classified by amount of total billings

TABLEAU 5. Chiffre d'affaires dans les imprimés par support publicitaire par rapport au montant total du chiffre d'affaires dans les imprimés, 1973  
Note: Agences classées selon leur chiffre d'affaires total

Total billings — Chiffre d'affaires total	Number of firms — Nombre d'agences	Amount of print media billings — Chiffre d'affaires dans les imprimés	Number of firms showing the breakdown of print media by type — Nombre d'agences donnant la ven- tilation du chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires dans les imprimés	Per cent — Pour- cen- tage	Daily new- papers — Jour- naux quoti- diens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly semi-weekly tri-weekly newspapers — Journaux hebdomadaire, bihebdoma- daire et trihebdo- madaire	Consumer magazines — Revue de consomma- teurs	Trade papers — Revue profession- nelles	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux col- légiaux, etc.)
		\$'000		\$'000	per cent — pourcentage						
Less than — Moins de \$500,000	95	9,221	80	8,374	100.0	34.9	2.3	4.7	8.1	34.4	15.6
\$ 500,000-2,499,999 .....	77	36,334	69	32,768	100.0	37.8	5.9	7.5	13.9	27.6	7.3
2,500,000- 4,999,999 .....	14	21,419	8	13,157	100.0	44.7	x	x	23.2	14.6	3.9
5,000,000- 9,999,999 .....	9	17,180	9	17,180	100.0	47.4	x	x	38.7	5.5	2.9
10,000,000 and over — et plus .....	16	109,232	14	89,597	100.0	42.9	10.4	2.9	29.2	11.6	3.0
Total .....	211	193,386	180	161,076	100.0	42.1	8.2	3.9	25.5	15.7	4.6

TABLE 6. Print Media Billings by Type of Print Media as Percentage of Individual Print Media, 1973  
Note: Agencies classified by amount of total billings

TABLEAU 6. Chiffre d'affaires dans les imprimés par support publicitaire par rapport au chiffre d'affaires dans chaque support publicitaire, 1973  
Note: Agences classées selon leur chiffre d'affaires total

Total billings — Chiffre d'affaires total	Number of firms — Nombre d'agences	Amount of print media billings — Chiffre d'affaires dans les imprimés	Number of firms showing the breakdown of print media by type — Nombre d'agences donnant la ven- tilation du chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires dans les imprimés	Daily new- papers — Jour- naux quoti- diens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly semi-weekly tri-weekly newspapers — Journaux hebdomadaire, bihebdoma- daire et trihebdo- madaire	Consumer magazines — Revue de consomma- teurs	Trade papers — Revue profession- nelles	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux col- légiaux, etc.)
		\$'000		\$'000						
Less than — Moins de \$500,000	95	9,221	80	8,374	4.3	1.5	6.3	1.6	11.4	17.7
\$ 500,000-2,499,999 .....	77	36,334	69	32,768	18.3	14.4	39.6	11.1	35.9	32.3
2,500,000- 4,999,999 .....	14	21,419	8	13,157	8.7	x	x	7.4	7.6	6.9
5,000,000- 9,999,999 .....	9	17,180	9	17,180	12.0	x	x	16.2	3.8	6.8
10,000,000 and over — et plus .....	16	109,232	14	89,597	56.7	69.7	41.3	63.7	41.3	36.3
Total .....					100.0	100.0	100.0	100.0	100.0	100.0
Total .....	211	193,386	180	161,076	67,787	13,323	6,219	41,127	25,216	7,404

TABLE 7. Percentage Distribution of Advertising Billings by Medium, 1973  
(Agencies classified by amount of total billings)

TABLEAU 7. Répartition proportionnelle du chiffre d'affaires de publicité, par support publicitaire, 1973  
(Agences classées selon leur chiffre d'affaires total)

Total billings — Chiffre d'affaires total	Number of firms — Nombre d'agences	Adver- tising billings — Total Chiffre d'affaires de publicité	Distribution of advertising billings — Répartition du chiffre d'affaires de publicité							Total
			Print media — Imprimés	Television — Télévision	Radio	Outdoor and transporta- tion — Supports extérieurs et transport en commun	Direct mail, point of purchase, brochures, catalogues, contests, etc. — Par la poste, aux points de vente, brochures, catalogues, concours, etc.	Other — Autres		
		\$'000				per cent — pourcentage				
Less than — Moins de \$500,000 .....	95	17,734	60.6	10.8	11.0	3.0	12.5	2.1	100.0	
\$ 500,000-\$2,499,999 .....	77	82,268	53.7	19.1	16.7	2.6	7.0	0.9	100.0	
2,500,000- 4,999,999 .....	14	46,938	55.5	20.1	13.6	5.2	x	x	100.0	
5,000,000- 9,999,999 .....	9	64,509	31.9	50.4	11.8	2.7	x	x	100.0	
10,000,000 and over — et plus .....	16	365,668	38.1	46.8	10.6	2.6	1.6	0.3	100.0	
Total .....	211	577,117	41.7	40.0	11.9	2.8	2.9	0.7	100.0	

TABLE 8. Advertising Billings to Clients by Medium and Kind of Service, 1973

TABLEAU 8. Chiffre d'affaires de publicité, par support publicitaire et genre de service, 1973

Media — Support publicitaire	Media billings — Support publicitaire		Production charges — Frais de production		Total	
	Amount — Montant	Per cent — Pourcentage	Amount — Montant	Per cent — Pourcentage	Amount — Montant	Per cent — Pourcentage
	\$'000	Pourcentage	\$'000	Pourcentage	\$'000	Pourcentage
Print media — Imprimés .....	193,386	80.3	47,380	19.7	240,766	100.0
Television — Télévision .....	192,171	83.3	38,512	16.7	230,683	100.0
Radio .....	63,045	91.8	5,651	8.2	68,696	100.0
Outdoor and transportation — À l'extérieur et transport en commun .....	13,923	85.1	2,433	14.9	16,356	100.0
Direct mail, point of purchase, brochures, contests, etc. — Par la poste, aux points de vente, brochures, catalogues, concours, etc. ..	...	...	16,889	100.0	16,889	100.0
Other — Autres .....	...	...	3,727	100.0	3,727	100.0
Total .....	462,525	80.1	114,592	19.9	577,117	100.0

TABLE 9. Percentage Distribution of Advertising Billings by Medium and Kind of Service, by Size Group, 1973

Note: Agencies classified by amount of total billings

TABLEAU 9. Répartition proportionnelle du chiffre d'affaires de publicité, par support et genre de service, par ordre de grandeur, 1973

Note: Agences classées selon leur chiffre d'affaires total

Total billings — Chiffre d'affaires total	Total		Media billings — Support publicitaire		Production charges — Frais de production		Total		Media billings — Support publicitaire		Production charges — Frais de production	
	\$'000	per cent — pourcentage	Print media — Imprimés		Television — Télévision		\$'000	per cent — pourcentage	Outdoor and transportation — Supports extérieurs et transport en commun			
Less than — Moins de \$500,000 .....	10,753	100.0	85.8	14.2	1,917	100.0	77.5	22.5				
\$ 500,000-\$2,499,999 .....	44,207	100.0	82.2	17.8	15,733	100.0	84.6	15.4				
2,500,000- 4,999,999 .....	26,060	100.0	82.2	17.8	9,433	100.0	81.4	18.6				
5,000,000- 9,999,999 .....	20,561	100.0	83.6	16.4	32,544	100.0	86.6	13.4				
10,000,000 and over — et plus .....	139,185	100.0	78.5	21.5	171,056	100.0	82.7	17.3				
Total .....	240,766	100.0	80.3	19.7	230,683	100.0	83.3	16.7				
Radio												
Less than — Moins de \$500,000 .....	1,958	100.0	89.5	10.5	527	100.0	78.6	21.4				
\$ 500,000-\$2,499,999 .....	13,749	100.0	90.9	9.1	2,156	100.0	85.9	14.1				
2,500,000- 4,999,999 .....	6,377	100.0	92.4	7.6	2,460	100.0	87.3	12.7				
5,000,000- 9,999,999 .....	7,648	100.0	92.1	7.9	1,719	100.0	89.1	10.9				
10,000,000 and over — et plus .....	38,964	100.0	92.0	8.0	9,494	100.0	84.0	16.0				
Total .....	68,696	100.0	91.8	8.2	16,356	100.0	85.1	14.9				





## ADVERTISING AGENCIES, 1973

Complete and mail one copy within  
30 days of receiptCollected under authority of Statistics  
Act, Chapter 15, Statutes of Canada  
1970-71-72(Exemplaires français disponibles  
sur demande)

Revise name or address if not correct

## INSTRUCTIONS

Report for your fiscal year (normal business year) ending at any time between April 1, 1973 and March 31, 1974.

## 1. FORM OF ORGANIZATION - (check one box)

☐ Individual proprietorship ☐ Partnership ☐ Incorporated Company ☐ Other (specify) \_\_\_\_\_

## 2. NUMBER OF OFFICES

How many offices (including head office if in Canada) were operated during the reporting period? \_\_\_\_\_

## 3. WORKING PROPRIETORS - (Not applicable to incorporated companies)

How many proprietors were actively engaged in the business during the reporting period? \_\_\_\_\_

## 4. PAID EMPLOYEES AND PAYROLL

(a) Number of paid employees during the last complete week of September or closest pay period. Include working executives of incorporated companies but not proprietors of unincorporated businesses.

(i) Male \_\_\_\_\_

(ii) Female \_\_\_\_\_

\$ (omit cents)

(b) Total salaries and wages paid to employees during the business year. Include commissions, bonuses, leave pay and payments in kind. Include the salaries of working executives of incorporated companies but do not include the withdrawals of working proprietors of unincorporated businesses. Report gross pay before deductions.

## 5. GROSS ADVERTISING BILLINGS TO CLIENTS

Quote "Media Billings" exactly as billed to client. Principally, this will include net billings plus commission (exclude commissions rebated to the client), cost of programs in TV and radio program advertising, plus any other charges by station, network or performers.

Under "Production Charges" include all billings to clients for actually producing print and other advertising and commercials, include story boards, etc. This will include net billings for charges by art studios, production houses, freelancers, performers used in commercials, residuals, plus charges for work done by agency staff, plus commissions (exclude those rebated to the client).

If commissions are split with other agencies in Canada, adjust billings accordingly.

If exact figures are not available, please estimate carefully.

Media	Media billings \$ (omit cents)	Production charges	Total
(i) Daily newspapers			
(ii) Week-end (rotor) magazines			
(iii) Weekly, semi-weekly, tri-weekly newspapers			
(iv) Consumer magazines			
(v) Trade papers			
(vi) Other print media (e.g. Yellow Pages, farm publications, college papers, etc.)		\$ (omit cents)	\$ (omit cents)
(a) Total print media			
(b) Television			
(c) Radio			
(d) Outdoor and transportation			
(e) Direct mail, point of purchase, brochures, catalogues, contests, etc. (include mailing cost in "production charges")			
(f) Other (movie theatre advertising, labels, logos, trade shows, etc.)			
	\$ (omit cents)		
Total gross advertising billings to clients			

## 6. OTHER GROSS BILLINGS TO CLIENTS - marketing and media research, public relations work, translation services, sales analyses, sales campaigns, etc.

## 7. TOTAL GROSS BILLINGS TO CLIENTS FOR MEDIA, PRODUCTION AND SERVICES (5 + 6)





Division du commerce et des services

## AGENCES DE PUBLICITÉ, 1973

Renvoyer un exemplaire dûment rempli dans les 30 jours suivant la réception.

Déclaration exigée en vertu de la Loi sur la statistique, chapitre 15, Statuts du Canada de 1970-71-72.

(English copies available on request)

Corriger le nom et l'adresse, s'il y a lieu

### DIRECTIVE

Faites porter votre déclaration sur l'année financière (l'année normale d'affaires) se terminant entre le 1er avril 1973 et le 31 mars 1974.

#### 1. FORME JURIDIQUE (cocher une case)

☐ Entreprise individuelle ☐ Société en nom collectif ☐ Entreprise constituée en corporation ☐ Autre (préciser) \_\_\_\_\_

#### 2. NOMBRE DE BUREAUX

Combien de bureaux (y compris le siège social, s'il se trouve au Canada) votre entreprise a-t-elle exploités au cours de la période de référence? \_\_\_\_\_

#### 3. PROPRIÉTAIRES ACTIFS (ne s'applique pas aux entreprises constituées en corporation)

Combien de propriétaires ont activement participé à l'exploitation de l'entreprise au cours de la période de référence? \_\_\_\_\_

#### 4. SALARIÉS ET RÉMUNÉRATION

a) Nombre de salariés au cours de la dernière semaine complète de septembre ou de la période de paye la plus rapprochée. Inclure les administrateurs actifs des entreprises constituées en corporation mais non les propriétaires d'entreprises individuelles. \_\_\_\_\_

i) Hommes \_\_\_\_\_

ii) Femmes \_\_\_\_\_

b) Rémunération totale des salariés au cours de l'année financière, y compris les commissions, primes, congés payés et paiements en nature. Comptez aussi les traitements des administrateurs actifs des entreprises constituées en corporation, à l'exception toutefois des retraits des propriétaires actifs des entreprises individuelles. Déclarez la rémunération brute, avant déductions. \_\_\_\_\_

\$ (omettre les cents)

#### 5. CHIFFRE D'AFFAIRES DE PUBLICITÉ

Inscrivez sous "Chiffre d'affaires par support publicitaire", le montant exact facturé aux clients. Cette rubrique contiendra principalement le montant net des factures plus la commission (ne tenez pas compte des commissions ristournées aux clients), le coût des émissions dans le cas de la publicité à la télévision et à la radio, plus les autres frais exigés par les stations, les réseaux ou les exécutants.

Sous "Frais de production", inscrivez le montant des sommes facturées aux clients pour tous les travaux publicitaires, y compris les maquettes, scénarios, etc. Les montants comprendront le montant net des factures relatives aux frais exigés par les studios d'art, les maisons de production, les artistes indépendants et les exécutants qui ont participé à la réalisation de messages publicitaires, les soldes de compte, plus les frais pour le travail de production du personnel de l'agence, plus les commissions (à l'exclusion de celles qui sont ristournées aux clients).

Si les commissions sont partagées avec d'autres agences au Canada, veuillez faire les rectifications nécessaires.

Faute de chiffres exacts, veuillez donner une estimation aussi précise que possible.

Support publicitaire	Chiffre d'affaires par support publicitaire \$ (omettre les cents)	Frais de production	Total
i) Quotidiens			
ii) Journaux de fin de semaine			
iii) Journaux hebdomadaire, bihebdomadaire et trihebdomadaire			
iv) Revues des consommateurs			
v) Revues professionnelles			
vi) Autres imprimés (par exemple, les pages jaunes, les journaux agricoles, les journaux collégiaux, etc.)		\$ (omettre les cents)	\$ (omettre les cents)
a) Total, imprimés			
b) Télévision			
c) Radio			
d) Publicité extérieur et transports en commun			
e) Publicité par la poste, aux points de vente, brochures, catalogues, concours, etc. (inclure les frais de poste comme "Frais de production")			
f) Autres (publicité dans les cinémas, création d'étiquettes, graphisme, expositions commerciales, etc.)		\$ (omettre les cents)	
Chiffre d'affaires de publicité, total			

6. CHIFFRE D'AFFAIRES DE SERVICES NON PUBLICITAIRES - commercialisation et recherches sur les supports publicitaires, travail de relations publiques, services de traduction, analyses des ventes, campagnes de vente, etc.

7. CHIFFRE D'AFFAIRES TOTAL (SUPPORTS DE PUBLICITÉ, PRODUCTION ET SERVICES) (5 + 6)

5-3404-6-2; 7-6-73

(AU VERSO)

8. RECETTES BRUTES DE PUBLICITÉ, c'est-à-dire, recettes afférentes au chiffre d'affaires déclaré à la question 5 (inclure les escomptes retenus).		5 (omettre les cents)
a) Recettes provenant des supports de publicité:		
i) Commissions .....		
ii) Honoraires .....		
b) Recettes provenant du travail de production effectué par votre personnel .....		
c) Recettes provenant du travail de production effectué à l'extérieur (commissions et honoraires) .....		
d) RECETTES TOTALES BRUTES PROVENANT DE LA PUBLICITÉ .....		
9. RECETTES BRUTES DE SERVICES NON PUBLICITAIRES, c'est-à-dire, recettes afférentes au chiffre d'affaires déclaré à la question 6 .....		
10. AUTRES RECETTES BRUTES D'EXPLOITATION - tels les honoraires reçus d'avance (précisez) .....		
11. TOTAL DES RECETTES BRUTES D'EXPLOITATION (8(d) + 9 + 10) .....		
12. BÉNÉFICE NET (OU PERTE NETTE) AVANT LES RETENUES POUR L'IMPÔT a) Bénéfice .....		
b) Perte .....		

# ATTESTATION

Je, soussigné, certifie que les renseignements donnés dans cette déclaration sont, à ma connaissance, exacts et complets, et qu'ils visent la période allant,

du ..... 19 ..... au ..... 19 .....

Nom (en caractères moulés)	Titre (ou fonction)
Signature	Numéro de téléphone
Adresse	Date de la déclaration









Government  
Publications

# Advertising agencies

1974

# Agences de publicité

1974





## ADVERTISING AGENCIES

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## AGENCES DE PUBLICITÉ

1974

*Published by Authority of*  
The Minister of Industry, Trade and Commerce

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- nil or zero.
- amount too small to be expressed.
- P preliminary figures.
- r revised figures.
- x confidential to meet secrecy requirements of the Statistics Act.

#### NOTE

Components may not add to totals due to rounding.

#### SIGNES CONVENTIONNELS

Les signes conventionnels suivants sont employés uniformément dans les publications de Statistique Canada:

- ° .. nombres indisponibles.
- ... n'ayant pas lieu de figurer.
- néant ou zéro.
- nombres infimes.
- P nombres provisoires.
- r nombres rectifiés.
- x confidentiel en vertu des dispositions de la Loi sur la statistique relatives au secret.

#### NOTA

Les chiffres ayant été arrondis les totaux ne correspondent pas toujours.



## INTRODUCTION

In 1974, the 220 advertising agencies included in the survey reported gross billings to clients totaling \$675.8 million and included media billings of \$535.9 million, production charges of \$121.4 million and other billings amounting to \$18.6 million. Other billings include activities such as marketing and media research, public relations work, translation services, sales analysis and sales campaigns. Gross revenue amounted to \$115.4 million and net profit (before income taxes) was reported at \$10.2 million.

### Total Billings, Gross Revenue and Net Profit

As shown in Table 1, total billings increased from \$586.2 million in 1973 to \$675.8 million in 1974, an increase of 15.3%. Advertising billings increased by 13.9% (from \$577.1 million to \$657.2 million) while other billings from marketing and media research, public relations and other such services increased by 105.5% (from \$9.0 million to \$18.6 million).

Gross revenue increased to \$115.4 million in 1974, up 11.3% over the \$103.7 million reported in 1973. Gross revenue from advertising billings rose by 10.1% while reported gross revenue from marketing and media research, public relations and other such services increased by 43.0%. Other gross operating revenue (i.e. retainers, fees) showed an increase of 13.1% between 1973 and 1974. During this same period net profit (before deductions for income taxes) increased by 7.2%.

Please note that gross revenue data for the years 1969 to 1974 are comparable to one another; however they are not comparable to the gross revenue data reported for the years 1965 to 1968 (Table 1). This was brought about by a change in the 1969 questionnaire design which substantially altered the data reported for the question relating to gross revenue from market surveys, research and other services.

### Employment, Salaries and Wages

Data relating to employment, salaries and wages is presented in Tables 2 and 3. Advertising agencies reported a total of 5,080 employees including 2,543 males and 2,537 females. Salaries and wages totalled \$66.6 million. Employment data reported for 1972, 1973 and 1974 are not comparable to any of the previous years. This was due to a change in the 1972 concept which required respondents to report employment for the last complete week (or closest pay period) of September instead of an annual average number of employees as requested for previous years.

Employment, salaries and wages, and net profit data for the 199 incorporated firms are summarized in Table 3. The remaining 21 unincorporated firms reported 26 employees with salaries and wages of \$151,000 and net profit (before income taxes) at \$245,000.

### Concentration

In 1974 a total of 27 firms were classified to the two larger size groups (over \$5,000,000 in billings) and reported \$492.1 million in advertising billings. This accounted for 72.8% of the total billings in Canada. In 1973 these same two size groups consisted of 25 firms who reported advertising billings of \$430.2 million which represented 73.4% of total billings.

En 1974 les 220 agences de publicité comprises dans l'enquête ont déclaré un chiffre d'affaires brut, de \$675.8 millions, ce qui comprend un chiffre d'affaires à l'égard des supports publicitaires de \$535.9 millions, les frais de production se sont élevés à \$121.4 millions et les autres services à \$18.6 millions. Les autres chiffres d'affaires comprennent des services tels que la commercialisation et les recherches sur les supports publicitaires, le travail de relations publiques, les services de traduction, l'analyse des ventes et les campagnes de vente. Les recettes brutes se sont élevées à \$115.4 millions et le bénéfice net (avant les déductions d'impôts) à \$10.2 millions.

### Chiffre d'affaires total, recettes brutes et bénéfice net

Comme l'indique le tableau 1, le chiffre d'affaires total a augmenté de 15.3 % passant de \$586.2 millions en 1973 à \$675.8 millions en 1974. Le chiffre d'affaires de publicité a augmenté de 13.9 % (de \$577.1 à \$657.2 millions) tandis que les autres chiffres d'affaires provenant de la commercialisation, des recherches sur les supports publicitaires, des relations publiques et d'autres services de ce genre ont augmenté de 105.5 % (de \$9.0 millions à \$18.6 millions).

Les recettes brutes se sont élevées à \$115.4 millions soit 11.3 % d'augmentation par rapport aux \$103.7 millions de 1973. Les recettes brutes de publicité ont augmenté de 10.1 % tandis que les recettes brutes de la commercialisation, des recherches sur les supports publicitaires, des relations publiques et d'autres services du même genre ont augmenté de 43.0 %. Les autres recettes brutes d'exploitation (c.-à-d. les honoraires reçus d'avance) ont augmenté de 13.1 % entre 1973 et 1974. Durant la même période, le bénéfice net (avant les retenues pour l'impôt), a augmenté de 7.2 %.

Veuillez noter que les données sur les recettes brutes pour les années 1969 à 1974 sont comparables entre elles, toutefois, elles ne sont pas comparables aux données sur les recettes brutes déclarées pour les années 1965 à 1968 (tableau 1). La raison en est un changement introduit dans la formulation du questionnaire de 1969, changement qui a considérablement modifié la nature des renseignements fournis quant aux recettes brutes au titre d'études de marché, de la recherche et d'autres services.

### Emploi et rémunération

Les données relatives aux effectifs et aux salaires et traitements sont présentées aux tableaux 2 et 3. Les agences de publicité ont déclaré un effectif total de 5,080 employés soit 2,543 hommes et 2,537 femmes et des traitements et salaires \$66.6 millions. Les données sur l'emploi de 1972, 1973 et 1974 ne peuvent être comparées à aucune de celles des années précédentes, du fait d'un changement de formulation introduit dans le questionnaire de 1972. En effet, alors qu'au cours des années précédentes on demandait d'indiquer le nombre de personnes employées en moyenne par année, en 1972 on a demandé d'indiquer le nombre d'employés ayant travaillé pendant la dernière semaine complète de septembre ou pendant la période de paie la plus rapprochée.

Les données sur les effectifs, les salaires et traitements et les bénéfices nets des 199 entreprises constituées en corporation sont résumées au tableau 3. Les 21 autres entreprises non constituées en corporation ont déclaré un effectif de 26 employés dont les salaires et traitements s'élevaient à \$151,000, et des bénéfices nets (avant impôts) de \$245,000.

### Concentration

En 1974, 27 agences étaient classées dans les deux plus grandes catégories (plus de \$5,000,000 de chiffre d'affaires); elles déclaraient au total \$492.1 millions de chiffre d'affaires de publicité soit 72.8 % du chiffre d'affaires total au Canada. Ces deux mêmes catégories comptaient 25 agences en 1973 et déclaraient \$430.2 millions de chiffre d'affaires de publicité, soit 73.4 % du chiffre d'affaires total.

#### Print Media Billings

Of the 220 advertising agencies 203 showed a breakdown of print media billings by type of print media. The results are summarized in Tables 5 and 6.

#### Media Selection

Advertising agencies classified to the four smallest size groups (less than \$10,000,000 in billings) reported the greatest proportion of their total advertising billings within the print media (62.9% to 40.4%). Firms classified to the largest size group (\$10,000,000 and over) showed the greatest proportion of their total advertising billings generated within the television media (49.6%).

#### Analysis of Advertising Billings

Advertising billings is the amount charged to the customer. This amount is composed of two parts, a fee charged by the media for the rental of time or space and a fee charged by the advertising agency or by a third party to produce the commercial. Table 8 gives the breakdown of advertising billing by kinds of service. The table shows production charges amounted to 18.5 % of advertising billings. It should be noted that production charges of print media are higher than the production charges for radio, television, and outdoor and transportation (18.0% compared to 10.0% 14.4% and 10.9%).

Table 9 gives the same breakdown between media billings and production charges by size groups.

#### Chiffre d'affaires, imprimés

Sur les 220 agences de publicité considérées, 203 ont donné la répartition de leur chiffre d'affaires en imprimés selon le genre d'imprimés. Les résultats sont présentés aux tableaux 5 et 6.

#### Choix de support publicitaire

Les agences de publicité classées dans les quatre plus petites catégories (moins de \$10,000,000 de chiffre d'affaires) ont déclaré que la plus grande partie de leur chiffre d'affaires de publicité provenait des imprimés (de 62.9 % à 40.4 %). Les agences de publicité classées dans la catégorie la plus importante (\$10,000,000 et plus) ont déclaré que la plus grande partie de leur chiffre d'affaires de publicité provenait de messages publicitaires télédiffusés (49.6 %).

#### Analyse du chiffre d'affaires de publicité

Le chiffre d'affaires de publicité est le montant facturé aux clients. Ce montant se compose de deux parties, les frais de support de publicité pour l'espace ou le temps retenu et les frais de production de l'annonce publicitaire réclamés par l'agence de publicité ou par un tiers. La ventilation du chiffre d'affaires de publicité selon le genre de service est présentée au tableau 8. Le tableau indique que les frais de production constituaient 18.5 % du chiffre d'affaires de publicité. Il faut noter que les frais de production pour imprimés sont plus élevés que les frais de production pour la radio, la télévision, les panneaux-réclame et les affiches utilisées dans les moyens de transport (18.0 % comparé à 10.0 %, 14.4 % et 10.9 %).

Le tableau 9 donne la même ventilation entre frais de support publicitaire et frais de production selon les catégories d'agences.

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1965-1974

TABLEAU 1. Statistique récapitulative des agences de publicité au Canada, 1965-1974

Year - Année	Number of firms - Nombre d'agen-ces	Amount of billings - Chiffre d'affaires			Gross revenue from - Recettes brutes au titre de			Other gross operating revenue (retainers, fees where commission is not applicable or was rebatable to the client) - Autres recettes brutes d'exploitation (honoraires dans le cas où l'on ne calcule pas de commission ou que celle-ci a été ristournée au client)	Total gross operating revenue - Total des recettes brutes d'exploitation		Net profit (before deduc-tion for income taxes) - Bénéfice net (avant déductions des impôts sur le revenu)
		Adver-tising billings(1) - Chiffre d'affaires de publi-cité(1)	Market surveys, research and other services - Étude de marché, recherche et autres services	Total	Advertising billings(1) - Chiffre d'affaires de publicité(1)		Market surveys, research and other services(2) - Étude de marché, recherche et autres services(2)				
					Amount - Montant	Per cent of billings - Pourcen-tage du chiffre d'affaires					
				\$'000				\$'000		\$'000	
1965 .....	159	358,265	4,294	362,559	56,498	15.8	4,295	202	60,995	16.8	5,712
1966 .....	165	396,687	5,489	402,176	61,228	15.4	5,488	199	66,915	16.6	6,578
1967 .....	176	424,846	4,749	429,595	67,872	16.0	4,750	213	72,835	17.0	6,020
1968 .....	171	421,813	4,332	426,145	67,833	16.1	4,332	311	72,476	17.0	4,744
1969 .....	163	450,332	5,811	456,143	73,225	16.3	3,964	1,685	78,874	17.3	9,389
1970 .....	194	462,732	7,620	470,352	78,067	16.9	3,824	1,005	82,896	17.6 <sup>a</sup>	7,670
1971(3) .....	..	..	..	..	..	..	..	..	..	..	..
1972 .....	189	523,204	11,862	535,066	87,713	16.8	3,440	911	92,064	17.2	9,364
1973 .....	211	577,117	9,045	586,162	99,026	17.2	3,713	928	103,667	17.7	9,464
1974 .....	220	657,209	18,591	675,800	109,063	16.6	5,308	1,050	115,421	17.1	10,150

(1) Includes production work done. - Comprend le travail de production.

(2) The 1969 to 1974 data are not comparable to prior years. - Les données de 1969 à 1974 ne sont pas comparables aux années antérieures.

(3) Comparable data for 1971 is not available. Limited data will be available from the 1971 Census of Merchandising and Services. - Des données comparables ne sont pas disponibles pour 1971. Quelques données seront disponibles dans la publication de 1971 du recensement du commerce et des services.

TABLE 2. Employment and Gross Revenue for 1965-1974

TABLEAU 2. Emploi et recettes brutes, 1965-1974

Year - Année	Number of firms - Nombre d'agences	Gross revenue - Recettes brutes	Employees(1) - Employés(1)			Total amount paid to employees - Rémunération totale	Per cent of gross revenue - Pourcentage des recettes brutes
			Male - Hommes	Female - Femmes	Total		
			number - nombre				
		\$'000				\$'000	
1965 .....	159	60,995	2,491	2,207	4,698	37,050	60.7
1966 .....	165	66,915	2,574	2,399	4,973	40,771	60.9
1967 .....	176	72,835	2,618	2,520	5,138	44,034	60.5
1968 .....	171	72,476	2,511	2,408	4,919	44,651	61.6
1969 .....	163	78,874	2,502	2,374	4,876	46,629	59.1
1970 .....	194	82,896	2,497	2,353	4,850	49,209	59.4
1971(2) .....	..	..	..	..	..	..	..
1972 .....	189	92,064	2,308	2,166	4,474	53,014	57.6
1973 .....	211	103,667	2,427	2,439	4,866	59,559	57.5
1974 .....	220	115,421	2,543	2,537	5,080	66,589	57.7

(1) As of the last complete week of September 1974 or closest pay period. - La dernière semaine de paie de septembre 1974 ou la période de paie la plus rapprochée.

(2) Comparable data for 1971 is not available. Limited data will be available from the 1971 Census of Merchandising and Services. - Des données comparables ne sont pas disponibles pour 1971. Quelques données seront disponibles dans la publication de 1971 du recensement du commerce et des services.

TABLE 3. Employment, Salaries and Wages, and Net profit of Incorporated Advertising Agencies, 1974, classified according to Total Gross Billings

TABLEAU 3. Effectifs, salaires et traitement, et profit net des agences de publicité, constituées en société, classées suivant leur chiffre d'affaires total brut, 1974

Item - Article	Total gross billings - Chiffre d'affaires total brut					
	Less than \$500,000	\$500,000-2,499,999	\$2,500,000-4,999,999	\$5,000,000-9,999,999	\$10,000,000 and over et plus	Total
Number of firms - Nombre d'agences	71	86	15	10	17	199
Number of employees - Nombre d'employés	263	854	442	523	2,972	5,054
Salaries and wages - Traitements et salaires \$'000	2,289	10,325	5,279	6,713	41,832	66,438
Net profit (before income taxes) - Bénéfice net (avant déduction des impôts sur le revenu)	350	2,132	711	1,382	5,330	9,905

TABLE 4. Billings of Advertising Agencies, 1965-1974  
Note: Agencies classified by amount of total billings

TABLEAU 4. Chiffre d'affaires des agences de publicité, 1965-1974  
Note: Agences classées selon leur chiffre d'affaires total

Year — Année	Total billings — Chiffre d'affaires total											
	Less than — Moins de \$500,000		\$500,000- 2,499,999		\$2,500,000- 4,999,999		\$5,000,000- 9,999,999		\$10,000,000 and over — et plus		Total	
	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant
	\$'000		\$'000		\$'000		\$'000		\$'000		\$'000	
1965 .....	81	14,086	53	63,049	6	23,440	6	37,501	13	224,483	159	362,559
1966 .....	83	14,791	52	57,915	10	32,603	7	49,149	13	247,718	165	402,176
1967 .....	86	15,057	58	63,067	11	35,731	8	57,333	13	258,407	176	429,595
1968 .....	83	13,973	56	63,017	12	41,053	7	48,041	13	260,061	171	426,145
1969 .....	75	13,925	56	66,830	10	37,820	9	61,357	13	276,211	163	456,143
1970 .....	91	15,381	68	68,568	13	45,657	8	53,767	14	286,979	194	470,352
1971(1) .....	..	..	..	..	..	..	..	..	..	..	..	..
1972 .....	89	18,959	66	71,712	9	34,280	11	76,085	14	334,050	189	535,066
1973 .....	95	18,273	77	85,123	14	48,238	9	65,180	16	369,348	211	586,162
1974 .....	92	19,182	86	96,837	15	54,555	10	71,424	17	433,802	220	675,800

(1) Comparable data for 1971 is not available. Limited data will be available from the 1971 Census of Merchandising and Services. — Des données comparables ne sont pas disponibles pour 1971. Quelques données seront disponibles dans la publication de 1971 du recensement du commerce et des services.

TABLE 5. Percentage Distribution of Print Media Billings by Type and by Revenue Size Group  
of Advertising Agencies, 1974

TABLEAU 5. Répartition proportionnelle du chiffre d'affaires des agences de publicité pour les imprimés par support publicitaire, selon le type et la tranche de revenu, 1974

Total billings — Chiffre d'affaires	Number of firms — Nombre d'agen- ces	Amount of print media billings — Chiffre d'affaires dans les imprimés	Number of firms showing breakdown of print media — Nombre d'agences donnant le chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires pour les supports publici- taires	Per cent — Pour- centage	Daily news- papers — Jour- naux quoti- diens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly semi-weekly tri-weekly newspapers — Journaux hebdomadaire, bimédoma- daire et trihebdoma- daire	Consumer magazines — Revue de consomma- teurs	Trade papers — Revue profession- nelles	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux col- légiels, etc.)
		\$'000		\$'000		per cent — pourcentage					
Less than — Moins de \$500,000	92	9,933	84	9,471	100.0	37.0	3.4	4.6	7.2	32.8	15.0
\$ 500,000-\$2,499,999 .....	86	42,308	83	41,501	100.0	40.7	7.6	6.4	15.4	22.8	7.1
2,500,000- 4,999,999 .....	15	24,038	12	19,297	100.0	46.1	7.0	x	26.2	10.9	x
5,000,000- 9,999,999 .....	10	22,623	9	20,518	100.0	43.8	15.1	x	27.0	8.9	x
10,000,000 and over — et plus	17	119,368	15	104,077	100.0	43.8	14.7	5.7	21.1	9.9	4.8
Total .....	220	218,270	203	194,864	100.0	43.0	11.9	5.9	20.4	13.8	5.0

TABLE 6. Percentage Distribution of Individual Print Media Billings by Revenue Size Group  
of Advertising Agencies, 1974

TABLEAU 6. Répartition proportionnelle du chiffre d'affaires des agences de publicité pour les imprimés individuels par support publicitaire, selon la tranche de revenu, 1974

Total billings — Chiffre d'affaires total	Number of firms — Nombre d'agen- ces	Amount of print media billings — Chiffre d'affaires dans les imprimés	Number of firms showing breakdown of print media — Nombre d'agences donnant le chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffres d'affaires pour les supports publici- taires	Daily news- papers — Jour- naux quoti- diens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly semi-weekly tri-weekly newspapers — Journaux hebdomadaire, bimédoma- daire et trihebdoma- daire	Consumer magazines — Revue de consomma- teurs	Trade papers — Revue profession- nelles	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux col- légiels, etc.)
		\$'000		\$'000		per cent — pourcentage				
Less than — Moins de \$500,000	92	9,933	84	9,471	4.2	1.4	3.8	1.7	11.6	14.7
\$ 500,000-\$2,499,999 .....	86	42,308	83	41,501	20.1	13.6	23.0	16.1	35.3	30.2
2,500,000- 4,999,999 .....	15	24,038	12	19,297	10.6	5.8	x	12.8	7.8	x
5,000,000- 9,999,999 .....	10	22,623	9	20,518	10.7	13.4	x	14.0	6.8	x
10,000,000 and over — et plus	17	119,368	15	104,077	54.4	65.8	50.9	55.4	38.5	51.3
Total .....					100.0	100.0	100.0	100.0	100.0	100.0
Total .....	220	218,270	203	194,864	83,871	23,180	11,607	39,677	26,830	9,699



TABLE 7. Percentage Distribution of Advertising Billings by Medium, 1974  
(Agencies classified by amount of total billings)

TABLEAU 7. Répartition proportionnelle du chiffre d'affaires de publicité, par support publicitaire, 1974  
(Agences classées selon leur chiffre d'affaires total)

Total billings - Chiffre d'affaires total	Number of firms - Nombre d'agences	Adver- tising billings - Total Chiffre d'affaires de publicité	Distribution of advertising billings - Répartition du chiffre d'affaires de publicité						
			Print media	Television	Radio	Outdoor and transportation	Direct mail, point of purchase, brochures, catalogues, contests, etc.	Other	Total
			Imprimés	Télévision		Supports extérieurs et transport en commun	Par la poste, aux points de vente, brochures, catalogues, concours, etc.	Autres	
		\$'000							
						per cent - pourcentage			
Less than - Moins de \$500,000 .....	92	18,062	62.9	5.0	11.0	4.0	16.0	1.1	100.0
\$ 500,000-\$2,499,999 .....	86	94,325	54.1	18.9	16.1	2.8	6.7	1.4	100.0
2,500,000- 4,999,999 .....	15	52,734	51.5	24.3	14.3	3.8	x	x	100.0
5,000,000- 9,999,999 .....	10	68,180	40.4	39.4	15.1	1.2	x	x	100.0
10,000,000 and over - et plus .....	17	423,908	35.2	49.6	10.9	2.4	1.7	.2	100.0
Total .....	220	657,209	40.5	40.9	12.4	2.4	3.2	.6	100.0

TABLE 8. Advertising Billings to Clients by Medium and Kind of Service, 1974

TABLEAU 8. Chiffre d'affaires de publicité, par support publicitaire et genre de service, 1974

Media - Véhicule publicitaire	Media billings - Support publicitaire		Production charges - Frais de production		Total	
	Amount - Montant	Per cent - Pourcentage	Amount - Montant	Per cent - Pourcentage	Amount - Montant	Per cent - Pourcentage
	\$'000		\$'000		\$'000	
Print media - Imprimés .....	218,270	82.0	47,924	18.0	266,194	100.0
Television - Télévision .....	229,950	85.6	38,687	14.4	268,637	100.0
Radio .....	73,185	90.0	8,136	10.0	81,321	100.0
Outdoor and transportation - À l'extérieur et transport en commun .....	14,450	89.1	1,776	10.9	16,226	100.0
Direct mail, point of purchase, brochures, contests, etc. - Par la poste, aux points de vente, brochures, catalogues, concours, etc. ..	...	...	21,004	100.0	21,004	100.0
Other - Autres .....	...	...	3,827	100.0	3,827	100.0
Total .....	535,855	81.5	121,354	18.5	657,209	100.0

TABLE 9. Percentage Distribution of Advertising Billings by Medium and Kind of Service, by Size Group, 1974  
Note: Agencies classified by amount of total billings

TABLEAU 9. Répartition proportionnelle du chiffre d'affaires de publicité, par support et genre de service, par ordre de grandeur, 1974  
Nota: Agences classées selon leur chiffre d'affaires total

Total billings - Chiffre d'affaires total	Total		Media billings Support publicitaire	Production charges Frais de production	Total		Media billings Support publicitaire	Production charges Frais de production
	\$'000	per cent - pourcentage			\$'000	per cent - pourcentage		
			Print media - Imprimés				Television - Télévision	
Less than - Moins de \$500,000 .....	11,361	100.0	87.4	12.6	904	100.0	88.3	11.7
\$ 500,000-\$2,499,999 .....	51,034	100.0	82.9	17.1	17,849	100.0	83.5	16.5
2,500,000- 4,999,999 .....	27,141	100.0	88.6	11.4	12,806	100.0	79.2	20.8
5,000,000- 9,999,999 .....	27,519	100.0	82.2	17.8	26,889	100.0	87.3	12.7
10,000,000 and over - et plus .....	149,139	100.0	80.0	20.0	210,189	100.0	85.9	14.1
Total .....	266,194	100.0	82.0	18.0	268,637	100.0	85.0	14.4
			Radio		Outdoor and transportation - Supports extérieurs et transport en commun			
Less than - Moins de \$500,000 .....	1,989	100.0	92.2	7.8	727	100.0	83.4	16.6
\$ 500,000-\$2,499,999 .....	15,137	100.0	90.3	9.7	2,662	100.0	79.1	20.9
2,500,000- 4,999,999 .....	7,566	100.0	87.6	12.4	2,002	100.0	89.1	10.9
5,000,000- 9,999,999 .....	10,288	100.0	86.1	13.9	798	100.0	84.2	15.8
10,000,000 and over - et plus .....	46,341	100.0	91.1	8.9	10,037	100.0	92.5	7.5
Total .....	81,321	100.0	90.0	10.0	16,226	100.0	89.1	10.9



Merchandising and Services Division

**ADVERTISING AGENCIES, 1974**

Complete and mail one copy within  
30 days of receipt

Collected under authority of Statistics  
Act, Chapter 15, Statutes of Canada  
1970-71-72

(Exemplaires français disponibles  
sur demande)

Revise name or address if not correct

**INSTRUCTIONS**

Report for your fiscal year (normal business year) ending at any time between April 1, 1974 and March 31, 1975.

**1. FORM OF ORGANIZATION** - (check one box)

☐ Individual proprietorship ☐ Partnership ☐ Incorporated Company ☐ Other (specify) \_\_\_\_\_

**2. NUMBER OF OFFICES**

How many offices (including head office if in Canada) were operated during the reporting period? \_\_\_\_\_

**3. WORKING PROPRIETORS** - (Not applicable to incorporated companies)

How many proprietors were actively engaged in the business during the reporting period? \_\_\_\_\_

**4. PAID EMPLOYEES AND PAYROLL**

(a) Number of paid employees during the last complete week of September or closest pay period. Include working executives of incorporated companies but not proprietors of unincorporated businesses.

(i) Male \_\_\_\_\_

(ii) Female \_\_\_\_\_

\$ (omit cents)

(b) Total salaries and wages paid to employees during the business year. Include commissions, bonuses, leave pay and payments in kind. Include the salaries of working executives of incorporated companies but do not include the withdrawals of working proprietors of unincorporated businesses. Report gross pay before deductions.

**5. GROSS ADVERTISING BILLINGS TO CLIENTS**

Quote "Media Billings" exactly as billed to client. Principally, this will include net billings plus commission (exclude commissions related to the client), cost of programs in TV and radio program advertising, plus any other charges by station, network or performers. Under "Production Charges" include all billings to clients for actually producing print and other advertising and commercials, include story boards, etc. This will include net billings for charges by art studios, production houses, freelancers, performers used in commercials, residuals, plus charges for work done by agency staff, plus commissions (exclude those related to the client). If commissions are split with other agencies in Canada, adjust billings accordingly. If exact figures are not available, please estimate carefully.

Media	Media billings	Production charges	Total
	\$ (omit cents)		
(i) Daily newspapers.....			
(ii) Week-end (roto) magazines .....			
(iii) Weekly, semi-weekly, tri-weekly newspapers .....			
(iv) Consumer magazines .....			
(v) Trade papers .....			
(vi) Other print media (e.g. Yellow Pages, farm publications, college papers, etc.) .....			
(a) Total print media .....		\$ (omit cents)	\$ (omit cents)
(b) Television .....			
(c) Radio .....			
(d) Outdoor and transportation .....			
(e) Direct mail, point of purchase, brochures, catalogues, contests, etc. (include mailing cost in "production charges") .....			
(f) Other (movie theatre advertising, labels, logos, trade shows, etc.) .....			
	\$ (omit cents)		
Total gross advertising billings to clients .....			

**6. OTHER GROSS BILLINGS TO CLIENTS** - marketing and media research, public relations work, translation services, sales analyses, sales campaigns, etc.

**7. TOTAL GROSS BILLINGS TO CLIENTS FOR MEDIA, PRODUCTION AND SERVICES (5 + 6)**

8. GROSS REVENUE FROM ADVERTISING BILLINGS, i.e. revenue from billings reported in question 5 (include cash discounts retained).

(a) Revenue from media billings: i) Commissions .....  
ii) Fees .....  
(b) Revenue from production work done by your own staff .....  
(c) Revenue from outside production work (commissions or fees) .....  
(d) TOTAL GROSS REVENUE FROM ADVERTISING BILLINGS (8(a) + 8(b) + 8(c)) .....

9. GROSS REVENUE FROM OTHER GROSS BILLINGS, i.e. revenue from billings reported in question 6.....

10. OTHER GROSS OPERATING REVENUE – such as retainers (specify) .....

11. TOTAL GROSS OPERATING REVENUE (8(d) + 9 + 10) .....

12. NET PROFIT (OR LOSS) BEFORE INCOME TAXES

(a) Profit .....  
(b) Loss .....

3 (omit cents)

### CERTIFICATE

THIS IS TO CERTIFY that the information contained in this report is correct and complete to the best of my knowledge and belief, and covers the period

from \_\_\_\_\_ 19\_\_\_\_ to \_\_\_\_\_ 19\_\_\_\_

Name of person responsible for completed form (please print)		Title
Address	Postal code 	Telephone number and area code
Signature		Date of this report



Division du commerce et des services

## AGENCES DE PUBLICITÉ, 1974

Renvoyer un exemplaire dûment rempli dans les 30 jours suivant la réception.

Déclaration exigée en vertu de la Loi sur la statistique, chapitre 15, Statuts du Canada de 1970-71-72.

(English copies available on request)

Corriger le nom et l'adresse, s'il y a lieu

### DIRECTIVE

Faites porter votre déclaration sur l'année financière (l'année normale d'affaires) se terminant entre le 1er avril 1974 et le 31 mars 1975.

#### 1. FORME JURIDIQUE (cocher une case)

☐ Entreprise individuelle ☐ Société en nom collectif ☐ Entreprise constituée en corporation ☐ Autre (précisez) \_\_\_\_\_

#### 2. NOMBRE DE BUREAUX

Combien de bureaux (y compris le siège social, s'il se trouve au Canada) votre entreprise a-t-elle exploités au cours de la période de référence? \_\_\_\_\_

#### 3. PROPRIÉTAIRES ACTIFS (ne s'applique pas aux entreprises constituées en corporation)

Combien de propriétaires ont activement participé à l'exploitation de l'entreprise au cours de la période de référence? \_\_\_\_\_

#### 4. SALARIÉS ET RÉMUNÉRATION

a) Nombre de salariés au cours de la dernière semaine complète de septembre ou de la période de paye la plus rapprochée. Inclure les administrateurs actifs des entreprises constituées en corporation mais non les propriétaires d'entreprises individuelles.

i) Hommes .....

ii) Femmes .....

b) Rémunération totale des salariés au cours de l'année financière, y compris les commissions, primes, congés payés et paiements en nature. Comptez aussi les traitements des administrateurs actifs des entreprises constituées en corporation, à l'exception toutefois des retraits des propriétaires actifs des entreprises individuelles. Déclarez la rémunération brute, avant déductions.

\$ (omettre les cents)

#### 5. CHIFFRE D'AFFAIRES DE PUBLICITÉ

Inscrire sous "Chiffre d'affaires par support publicitaire", le montant exact facturé aux clients. Cette rubrique contiendra principalement le montant net des factures plus la commission (ne tenez pas compte des commissions ristournées aux clients), le coût des émissions dans le cas de la publicité à la télévision et à la radio, plus les autres frais exigés par les stations, les réseaux ou les exécutants. Sous "Frais de production", inscrire le montant des sommes facturées aux clients pour tous les travaux publicitaires, y compris les maquettes, scénarios, etc. Les montants comprendront le montant net des factures relatives aux frais exigés par les studios d'art, les maisons de production, les artistes indépendants et les exécutants qui ont participé à la réalisation de messages publicitaires, les soldes de compte, plus les frais pour le travail de production du personnel de l'agence, plus les commissions (à l'exclusion de celles qui sont ristournées aux clients). Si les commissions sont partagées avec d'autres agences au Canada, veuillez faire les rectifications nécessaires. Faute de chiffres exacts, veuillez donner une estimation aussi précise que possible.

Support publicitaire	Chiffre d'affaires par support publicitaire \$ (omettre les cents)	Frais de production	Total
i) Quotidiens .....			
ii) Journaux de fin de semaine .....			
iii) Journaux hebdomadaire, bihebdomadaire et trihebdomadaire .....		Aucun chiffre ne doit être déclaré dans le grisé des colonnes	
iv) Revues des consommateurs .....			
v) Revues professionnelles .....			
vi) Autres imprimés (par exemple, les pages jaunes, les journaux agricoles, les journaux collégiaux, etc.) .....		\$ (omettre les cents)	\$ (omettre les cents)
a) Total, imprimés .....			
b) Télévision .....			
c) Radio .....			
d) Publicité extérieur et transports en commun .....			
e) Publicité par la poste, aux points de vente, brochures, catalogues, concours, etc. (inclure les frais de poste comme "Frais de production") .....	Aucun chiffre ne doit être déclaré dans le grisé des colonnes		
f) Autres publicités dans les cinémas, création d'étiquettes, graphisme, expositions commerciales, etc.) .....	\$ (omettre les cents)		
Chiffre d'affaires de publicité, total .....			

6. CHIFFRE D'AFFAIRES DE SERVICES NON PUBLICITAIRES — commercialisation et recherches sur les supports publicitaires, travail de relations publiques, services de traduction, analyses des ventes, campagnes de vente, etc. ....

7. CHIFFRE D'AFFAIRES TOTAL (SUPPORTS DE PUBLICITÉ, PRODUCTION ET SERVICES) (5 + 6) .....

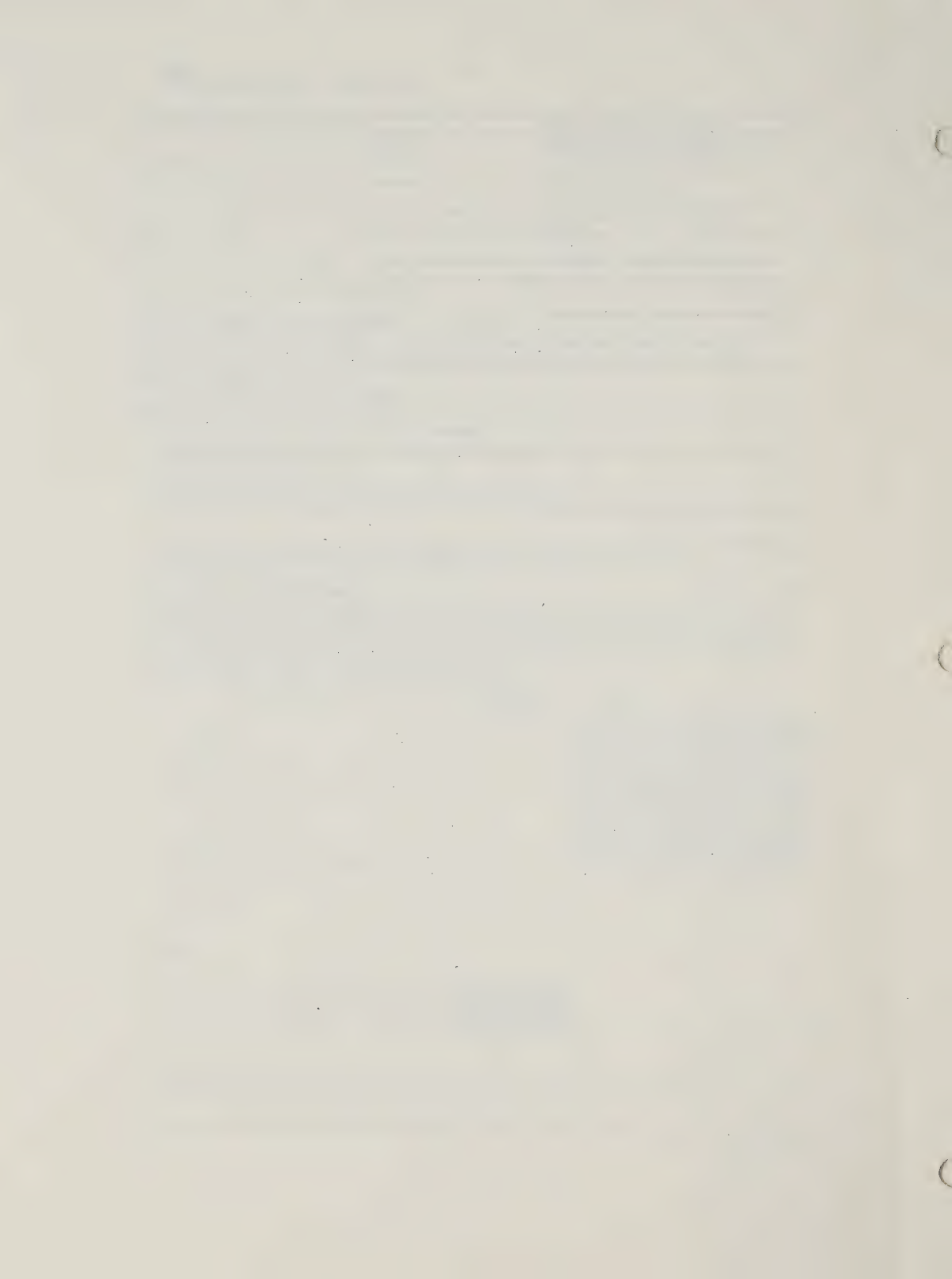
		\$ (omettre les cents)
8. RECETTES BRUTES DE PUBLICITÉ, c'est-à-dire, recettes afférentes au chiffre d'affaires déclaré à la question 5 (inclure les escomptes retenus).		
a) Recettes provenant des supports de publicité:	i) Commissions .....	
	ii) Honoraires .....	
b) Recettes provenant du travail de production effectué par votre personnel .....		
c) Recettes provenant du travail de production effectué à l'extérieur (commissions et honoraires) .....		
d) RECETTES TOTALES BRUTES PROVENANT DE LA PUBLICITÉ (8a) + 8b) + 8c) .....		
9. RECETTES BRUTES DE SERVICES NON PUBLICITAIRES, c'est-à-dire, recettes afférentes au chiffre d'affaires déclaré à la question 6 .....		
10. AUTRES RECETTES BRUTES D'EXPLOITATION - tels les honoraires reçus d'avancé (précisez) .....		
11. TOTAL DES RECETTES BRUTES D'EXPLOITATION (8d) + 9 + 10) .....		
12. BÉNÉFICE NET (OU PERTE NETTE) AVANT LES RETENUES POUR L'IMPÔT a) Bénéfice .....		
b) Perte .....		

# ATTESTATION

JE CERTIFIE que les renseignements donnés dans la présente déclaration sont aussi exacts et complets que possible et visent la période allant:

du ..... 19 ..... au ..... 19 .....

Nom de la personne qui a rempli la formule (en lettres moulées)		Fonction
Adresse	Code postal	Numéro de téléphone et indicatif régional
Signature		Date de ce rapport









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1975

# Agences de publicité

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Merchandising and Services Division — Division du commerce et des services

## ADVERTISING AGENCIES

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## AGENCES DE PUBLICITÉ

1975

*Published by Authority of*  
The Minister of Industry, Trade and Commerce

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### SYMBOLS

The following standard symbols are used in Statistics Canada publications:

.. figures not available.

... figures not appropriate or not applicable.

— nil or zero.

- - amount too small to be expressed.

<sup>p</sup> preliminary figures.

<sup>r</sup> revised figures.

<sup>x</sup> confidential to meet secrecy requirements of the Statistics Act.

### NOTE

Components may not add to totals due to rounding.

### SIGNES CONVENTIONNELS

Les signes conventionnels suivants sont employés uniformément dans les publications de Statistique Canada:

.. nombres indisponibles.

... n'ayant pas lieu de figurer.

— néant ou zéro.

- - nombres infimes.

<sup>p</sup> nombres provisoires.

<sup>r</sup> nombres rectifiés.

<sup>x</sup> confidentiel en vertu des dispositions de la Loi sur la statistique relatives au secret.

### NOTA

Les chiffres ayant été arrondis les totaux ne correspondent pas toujours.

## INTRODUCTION

This report presents in tabular form the results of the 1975 annual survey of Advertising Agencies. The statistics in all tables, except Table 3, include both incorporated and unincorporated firms.

Employment, salaries and wages, and net profit data for the 223 incorporated firms are summarized in Table 3. Twenty-one working proprietors operated the remaining 19 unincorporated firms. They reported 26 employees with salaries and wages of \$144,000 and net profit (before income taxes) at \$196,000. Employment was measured as of the last complete week of September or closest pay period.

Tables 5 and 6 contain statistics on the 222 firms which reported the breakdown of their print media billings. They exclude production charges and those firms only capable of reporting a media billing total.

### Survey Methodology

Questionnaires were mailed during the first two weeks of March 1976. A maximum of three follow-up requests were sent to delinquent firms and finally, missing information was sought by telephone.

Completed forms were edited for accuracy and consistency according to pre-established edit specifications. Where information did not meet these specifications, the firm was contacted either by mail or telephone to clarify the situation. Imputation procedures based upon good reports were used for firms where only partial data was available.

### Definitions

Advertising billings - The amount charged to the customer. It is composed of media billings and production charges.

Media billings - The fee charged by the media for the purchase of time or space. Four media classifications were used for this survey: print, outdoor and transportation, television, radio.

Production charges - Fee charged by the advertising agency or by a third party to actually produce the commercial.

Ce bulletin présente, sous forme de tableaux, les résultats de l'enquête annuelle de 1975 sur les agences de publicité. Les statistiques de tous les tableaux sauf le tableau 3 visent à la fois les entreprises constituées en corporation et les entreprises non constituées en corporation.

Le tableau 3 présente un sommaire des données sur l'emploi, les traitements, les salaires et les bénéfices nets pour les 223 entreprises constituées en corporation. Vingt-et-un propriétaires actifs dirigent les 19 autres entreprises non constituées en corporation. Ces propriétaires ont déclaré un effectif de 26 salariés dont les traitements et salaires s'élevaient à \$144,000, ainsi que des bénéfices nets (avant impôt) de \$196,000. Les données sur l'emploi portent sur la dernière semaine complète de septembre ou sur la période de paie la plus rapprochée.

Les tableaux 5 et 6 présentent des statistiques sur les 222 entreprises ayant fourni une ventilation de leur chiffre d'affaires en imprimés. Ces tableaux n'indiquent pas les frais de production ni ne comprennent les données des entreprises n'ayant pu déclarer que le total de leur chiffre d'affaires en imprimés.

### Méthodologie de l'enquête

Les questionnaires ont été postés durant les deux premières semaines de mars 1976. Nous avons envoyé aux entreprises retardataires un maximum de trois rappels postaux et enfin, demandé au téléphone les renseignements qui manquaient.

On a vérifié l'exactitude et l'uniformité des formules remplies selon les normes établies d'avance. Lorsque les renseignements ne répondaient pas aux normes, on a communiqué avec l'entreprise par lettre ou par téléphone, afin d'obtenir des précisions. Les rapports satisfaisants ont servi à l'imputation des déclarations incomplètes.

### Définitions

Chiffre d'affaires de publicité - Il s'agit du montant facturé au client. Ce montant se compose du chiffre d'affaires des supports publicitaires et des frais de production.

Chiffre d'affaires des supports publicitaires - Il s'agit des frais exigés par les supports publicitaires pour l'achat de temps ou d'espace. Aux fins de cette enquête, on distingue quatre genres de supports publicitaires: les imprimés, les panneaux-réclame et les affiches utilisées dans les moyens de transport, la télévision et la radio.

Frais de production - Il s'agit des frais exigés par l'agence de publicité ou par un tiers pour la production proprement dite de l'annonce publicitaire.

TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1972-1975

TABLEAU 1. Statistique récapitulative des agences de publicité au Canada, 1972-1975

Year — Année	Number of firms — Nombre d'agen- ces	Amount of billings — Chiffre d'affaires			Gross revenue from — Recettes brutes au titre de			Other gross operating revenue (retainers, fees where commission is not applicable or was rebatable to the client) — Autres recettes brutes d'exploit- ation (honoraires dans le cas où l'on ne calcule pas de commission ou que celle-ci a été ristournée au client)	Total gross operating revenue — Total des recettes brutes d'exploitation		Net profit (before deduction for income taxes) — Bénéfice net (avant déductions des impôts sur le revenu)
		Adver- tising billings (1) — Chiffre d'affaires de publi- cité (1)	Market surveys, research and other services — Étude de marché, recherche et autres services	Total	Advertising billings (1) — Chiffre d'affaires de publicité (1)		Market surveys, research and other services — Étude de marché, recherche et autres services				
					Amount — Montant	Per cent of billings — Pourcen- tage du chiffre d'affaires			Amount — Montant	Per cent of billings — Pourcen- tage du chiffre d'affaires	
				\$'000				\$'000			\$'000
1972 .....	189	523,204	11,862	535,066	87,713	16.8	3,440	911	92,064	17.2	9,364
1973 .....	211	577,117	9,045	586,162	99,026	17.2	3,713	928	103,667	17.7	9,464
1974 .....	220	657,209	18,591	675,800	109,063	16.6	5,308	1,050	115,421	17.1	10,150
1975 .....	242	697,041	24,096	721,137	116,213	16.7	4,803	1,863	122,880	17.0	10,756

(1) Includes production work done. - Comprend le travail de production.

TABLE 2. Employment and Gross Revenue for 1972-1975

TABLEAU 2. Emploi et recettes brutes, 1972-1975

Year – Année	Number of firms – Nombre d'agences	Gross revenue(1) – Recettes brutes(1)	Employees – Employés			Total amount paid to employees – Rémunération totale	Per cent of gross revenue – Pourcentage des recettes brutes
			Male – Hommes	Female – Femmes	Total		
		\$'000	number – nombre			\$'000	
1972 .....	189	92,064	2,308	2,166	4,474	53,014	57.6
1973 .....	211	103,667	2,427	2,439	4,866	59,559	57.5
1974 .....	220	115,421	2,543	2,537	5,080	66,589	57.7
1975 .....	242	122,880	2,283	2,438	4,721	69,345	56.4

(1) Includes revenue from production work. - Comprend les recettes pour le travail de production.

TABLE 3. Employment, Salaries and Wages, and Net Profit of Incorporated Advertising Agencies, 1975, Classified According to Total Gross Billings

TABLEAU 3. Effectifs, salaires et traitement, et profit net des agences de publicité, constituées en société, classées suivant leur chiffre d'affaires total brut, 1975

Item - Article	Total gross billings - Chiffre d'affaires total brut					
	Less than \$500,000 - Moins de \$500,000	\$500,000-2,499,999	\$2,500,000-4,999,999	\$5,000,000-9,999,999	\$10,000,000-and over et plus	Total
Number of firms - Nombre d'agences .....	90	93	12	11	17	223
Number of employees - Nombre d'employés .....	271	959	258	485	2,722	4,695
Salaries and wages - Traitements et salaires .... \$'000	2,686	13,562	3,896	7,327	41,729	69,201
Net profit (before income taxes) - Bénéfice net (avant déduction des impôts sur le revenu) .... "	477	2,150	788	623	6,523	10,561

TABLE 4. Billings of Advertising Agencies, 1972-1975  
Note: Agencies classified by amount of total billings

TABLEAU 4. Chiffre d'affaires des agences de publicité, 1972-1975  
Nota: Agences classées selon leur chiffre d'affaires total

Year — Année	Total advertising billings – Chiffres d'affaires total de publicité											
	Less than \$500,000 — Moins de \$500,000		\$500,000– 2,499,999		\$2,500,000– 4,999,999		\$5,000,000– 9,999,999		\$10,000,000 and over et plus		Total	
	Number of firms — Nombre d'agences	Amount	Number of firms — Nombre d'agences	Amount	Number of firms — Nombre d'agences	Amount	Number of firms — Nombre d'agences	Amount	Number of firms — Nombre d'agences	Amount	Number of firms — Nombre d'agences	Amount
		\$'000		\$'000		\$'000		\$'000		\$'000		\$'000
1972 .....	89	18,959	66	71,712	9	34,280	11	76,065	14	334,050	189	535,066
1973 .....	95	18,273	77	85,123	14	48,238	9	65,180	16	369,348	211	586,162
1974 .....	92	19,182	86	96,837	15	54,555	10	71,424	17	433,802	220	675,800
1975 .....	108	22,699	94	117,663	12	45,986	11	77,041	17	457,748	242	721,137

TABLE 5. Percentage Distribution of Print Media Billings by Type and by Revenue Size Group  
of Advertising Agencies, 1975

TABLEAU 5. Répartition proportionnelle du chiffre d'affaires des agences de publicité pour les imprimés par support publicitaire,  
selon le type et la tranche de revenu, 1975

Total billings — Chiffre d'affaires	Number of firms showing the breakdown of print media — Nombre d'agences donnant le chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires pour les supports publici- taires	Percent — Pourcentage	Daily news- papers — Journaux quotidiens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly semi-weekly tri-weekly newspapers — Journaux hebdomadaire, bihebdoma- daire et trihebdo- madaire	Consumer magazines — Revue de consomma- teurs	Trade papers — Revue profession- nelles	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux col- légiaux, etc.)
	\$'000	\$'000	per cent — pourcentage						
Less than — Moins de \$500,000	94	10,368	100.0	33.6	4.8	6.8	7.9	36.7	10.2
\$ 500,000-\$2,499,999 .....	92	49,387	100.0	44.2	7.1	8.3	15.4	17.2	7.8
2,500,000- 4,999,999 .....	9	16,476	100.0	35.9	9.8	7.5	21.9	22.1	2.8
5,000,000- 9,999,999 .....	11	25,456	100.0	45.7	13.6	3.8	25.3	10.6	1.0
10,000,000 and over — et plus .....	16	113,683	100.0	43.7	14.6	5.0	19.4	11.8	5.5
Total .....	222	215,370	100.0	43.0	11.9	5.9	18.8	14.9	5.5

TABLE 6. Percentage Distribution of Individual Print Media Billings by Revenue Size Group  
of Advertising Agencies, 1975

TABLEAU 6. Répartition proportionnelle du chiffre d'affaires des agences de publicité pour les imprimés individuels par support  
publicitaire, selon la tranche de revenu, 1975

Total billings — Chiffre d'affaires total	Number of firms showing the breakdown of print media — Nombre d'agences donnant le chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires pour les supports publici- taires	Daily news- papers — Journaux quotidiens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly semi-weekly tri-weekly newspapers — Journaux hebdomadaire, bihebdoma- daire et trihebdo- madaire	Consumer magazines — Revue de consomma- teurs	Trade papers — Revue profession- nelles	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux col- légiaux, etc.)
	\$'000	\$'000	per cent — pourcentage					
Less than — Moins de \$500,000 .....	94	10,368	3.7	1.9	5.6	2.0	11.9	9.0
\$ 500,000-\$2,499,999 .....	92	49,387	23.6	13.6	32.2	18.8	26.4	32.5
2,500,000- 4,999,999 .....	9	16,476	6.4	6.3	9.7	8.9	11.4	3.9
5,000,000- 9,999,999 .....	11	25,456	12.6	13.5	7.7	15.9	8.4	2.1
10,000,000 and over — et plus .....	16	113,683	53.7	64.7	44.8	54.4	41.9	52.5
Total .....			100.0	100.0	100.0	100.0	100.0	100.0
Total .....	222	215,370	92,612	25,644	12,768	40,517	31,987	11,842

TABLE 7. Percentage Distribution of Advertising Billings by Medium, 1975  
(Agencies classified by amount of total billings)

TABLEAU 7. Répartition proportionnelle du chiffre d'affaires de publicité, par support publicitaire, 1975  
(Agences classées selon leur chiffre d'affaires total)

Total billings Chiffre d'affaires total	Number of firms — Nombre d'agences	Total adver- tising billings — Total chiffres d'affaires de publicité	Distribution of advertising billings — Répartition du chiffre d'affaires de publicité						
			Print media — Imprimés	Television — Télévision	Radio	Outdoor and transportation — Supports extérieurs et transport en commun	Direct mail, point of purchase, brochures, catalogues, contests, etc. — Par la poste, aux points de vente, brochures, catalogues, concours, etc.	Other — Autres	Total
		\$'000							
						per cent — pourcentage			
Less than — Moins de \$500,000 .....	108	22,177	59.7	8.2	13.3	5.6	x	x	100.0
\$ 500,000-\$2,499,999 .....	94	114,721	52.1	20.5	15.1	2.7	7.7	1.9	100.0
2,500,000- 4,999,999 .....	12	45,702	53.5	22.6	11.8	7.2	x	x	100.0
5,000,000- 9,999,999 .....	11	70,121	43.2	36.4	15.7	2.0	x	x	100.0
10,000,000 and over — et plus .....	17	444,320	33.9	51.3	10.7	2.2	1.3	0.6	100.0
Total .....	242	697,041	39.9	41.5	12.1	2.7	2.9	0.9	100.0

TABLE 8. Advertising Billings to Clients by Medium and Kind of Service, 1975

TABLEAU 8. Chiffre d'affaires de publicité, par support publicitaire et genre de service, 1975

Media — Véhicule publicitaire	Media billings		Production charges		Total	
	Support publicitaire		Frais de production			
	Amount	Per cent	Amount	Per cent	Amount	Per cent
	Montant	Pourcentage	Montant	Pourcentage	Montant	Pourcentage
	\$'000		\$'000		\$'000	
Print media — Imprimés .....	228,617	82.1	49,901	17.9	278,518	100.0
Television — Télévision .....	248,167	85.9	40,892	14.1	289,059	100.0
Radio .....	77,361	91.8	6,916	8.2	84,277	100.0
Outdoor and transportation — À l'extérieur et transport en commun .....	16,204	87.2	2,380	12.8	18,584	100.0
Direct mail, point of purchase, brochures, contests, etc. — Par la poste, aux points de vente, brochures, catalogues, etc. ....	...	...	20,132	100.0	20,132	100.0
Other — Autres .....	...	...	6,470	100.0	6,470	100.0
Total .....	570,349	81.8	126,691	18.2	697,041	100.0

TABLE 9. Percentage Distribution of Advertising Billings by Medium and Kind of Service, by Size Group, 1975  
Note: Agencies classified by amount of total billings

TABLEAU 9. Répartition proportionnelle du chiffre d'affaires de publicité, par support et genre de service, par ordre de grandeur, 1975  
Nota: Agences classées selon leur chiffre d'affaires total

Total billings Chiffre d'affaires total	Total		Media billings	Production charges	Total		Media billings	Production charges
			Support publicitaire	Frais de production			Support publicitaire	Frais de production
	\$'000	per cent — pourcentage			\$'000	per cent — pourcentage		
			Print media — Imprimés				Television — Télévision	
Less than — Moins de \$500,000 .....	13,247	100.0	89.3	10.7	1,812	100.0	86.0	14.0
\$ 500,000-\$2,499,999 .....	59,750	100.0	84.0	16.0	23,546	100.0	82.2	17.8
2,500,000- 4,999,999 .....	24,459	100.0	90.2	9.8	10,314	100.0	87.5	12.5
5,000,000- 9,999,999 .....	30,286	100.0	84.1	15.9	25,508	100.0	83.8	16.2
10,000,000 and over — et plus .....	150,776	100.0	79.0	21.0	227,880	100.0	86.4	13.6
Total .....	278,518	100.0	82.1	17.9	289,060	100.0	85.9	14.1
			Radio				Outdoor and transportation	
							Supports extérieurs et transport en commun	
Less than — Moins de \$500,000 .....	2,942	100.0	91.4	8.6	1,254	100.0	89.2	10.8
\$ 500,000-\$2,499,999 .....	17,376	100.0	89.4	10.6	3,082	100.0	83.8	16.2
2,500,000- 4,999,999 .....	5,395	100.0	91.2	8.8	3,300	100.0	76.5	23.5
5,000,000- 9,999,999 .....	10,989	100.0	92.5	7.5	1,390	100.0	85.5	14.5
10,000,000 and over — et plus .....	47,576	100.0	92.6	7.4	9,558	100.0	92.0	8.0
Total .....	84,278	100.0	91.8	8.2	18,584	100.0	87.2	12.8











# Advertising agencies

1976

# Agences de publicité

1976







STATISTICS CANADA — STATISTIQUE CANADA  
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## ADVERTISING AGENCIES

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## AGENCES DE PUBLICITÉ

1976

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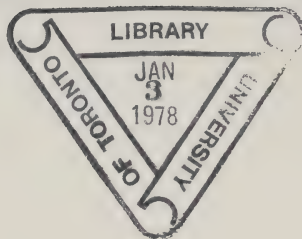
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#### NOTA

Les chiffres ayant été arrondis les totaux ne correspondent pas toujours.

## INTRODUCTION

This report presents in tabular form the results of the 1976 Survey of Advertising Agencies. The mailing list for the survey was drawn from the Business Register files of Statistics Canada, for establishments classified to the Standard Industrial Classification 862 - Advertising Services and was augmented by lists from trade magazines. These sources improved coverage, causing the number of advertising agencies to increase from 242 in 1975 to 304 in 1976. For the purposes of this survey, an advertising agency was defined as an establishment primarily engaged in placing advertising with various types of media on a commission or fee basis.

Of the 1,193 questionnaires mailed out to firms providing advertising services, 291 proved to be active advertising agencies. Returns for a further 13 firms who failed to respond but were confirmed as active agencies in 1976, were estimated, bringing the total to 304.

There were 159 Post Office returns for which no current addresses nor telephone listings could be found. Duplications and branches accounted for 31, firms out of business for 83, out-of-scope and inactive firms for 515 and non-response for which no estimates could be made, for 101.

### Definitions

Advertising billings - The amount charged to the customer. It is composed of media billings and production charges.

Media billings - The fee charged by the media for the purchase of time or space. Four media classifications were used for this survey: print, outdoor and transportation, television, radio.

Production charges - Fee charged by the advertising agency or by a third party to actually produce the commercial.

### Survey Methodology

The 1,193 questionnaires were mailed during the last two weeks of February 1977. A maximum of three follow-up requests were sent to delinquent firms and finally, missing information was sought by telephone.

Ce bulletin présente, sous forme de tableaux, les résultats de l'enquête annuelle de 1976 sur les agences de publicité. La liste postale pour l'enquête a été établie à partir du Registre des entreprises de Statistique Canada: aux établissements classés dans la catégorie Services de publicité (code 862) de la Classification des activités économiques, on a ajouté des listes constituées à partir de revues spécialisées. Ces sources ont amélioré le champ d'enquête, occasionnant une augmentation du nombre d'agences de publicité de 242 en 1975 à 304 en 1976. Pour les besoins de cette enquête, une agence de publicité est définie comme étant une entreprise dont la principale activité est de passer de la publicité auprès des divers genres de supports publicitaires en retour d'une commission ou d'une rémunération.

Des 1,193 questionnaires qui ont été postés aux entreprises fournissant des services de publicité, 291 ont démontré être des agences de publicité actives. On a fait des estimations pour 13 entreprises qui n'ont pas répondu, mais dont nous avions la certitude qu'elles étaient encore actives en 1976, se qui porte le total à 304.

Il y a eu 159 questionnaires renvoyés par les bureaux de poste et pour lesquels aucune nouvelle adresse ou numéro de téléphone n'a pu être trouvé. On comptait 31 succursales et doubles envois, 83 entreprises qui ont abandonné les affaires, 515 entreprises inactives ou hors du champ d'enquête et 101 entreprises qui n'ont pas répondues et pour lesquelles aucune estimation n'a pu être faite.

### Définitions

Chiffre d'affaires de publicité - C'est le montant facturé au client et il se compose du chiffre d'affaires des supports publicitaires et des frais de production.

Chiffre d'affaires des supports publicitaires - Il s'agit des frais exigés par les supports publicitaires pour l'achat de temps ou d'espace. Aux fins de cette enquête, on distingue quatre genres de supports publicitaires: les imprimés, les panneaux-réclame et les véhicules, la télévision et la radio.

Frais de production - Il s'agit des frais exigés par l'agence de publicité ou par un tiers pour la production proprement dite de l'annonce publicitaire.

### Méthodologie de l'enquête

Les 1,193 questionnaires ont été postés durant les deux dernières semaines de février 1977. Nous avons envoyé aux entreprises retardataires un maximum de trois rappels postaux et enfin, demandé au téléphone les renseignements qui manquaient.

Completed questionnaires were edited for accuracy and consistency according to pre-established edit specifications. When information did not meet these specifications, the establishment was contacted, either by mail or telephone, to clarify the situation. Imputation procedures for non-response were used based upon the previous year's reports and upon replies of establishments in the same size groups as the non-respondents.

#### Summary Statistics

The statistics in all tables, except Table 3, include both incorporated and unincorporated firms. Employment, in both cases, was measured as of the last complete week of September, or closest pay period.

Employment, salaries and wages and net profit data (before income tax) for the incorporated firms are summarized in Table 3. The number of incorporated firms with total gross billings of under \$500,000 increased 15.6% from 1975 while the total net profit (before income tax) reported by these firms decreased 64.0%. Although several new firms were added to this size group, they reported, on an aggregate basis, a net loss. There was a trend towards a decrease in profits among the firms that remained in this size group.

The number of incorporated firms with total gross billings of \$5,000,000-\$9,999,999 increased 9.1% from the total published in 1975 and the total net profit (before income tax) reported by these firms increased 163.9%. Several firms in this size group reported large increases in their net profit (before income tax); a few others reversed the losses they experienced in 1975 to a profit in 1976.

The 26 unincorporated firms reported 26 working proprietors, 70 employees with salaries and wages of \$682,582 and a net profit (before income tax) of \$271,012. The increases from the totals published for the 1975 survey are due to the figures reported by the new unincorporated firms.

Tables 5 and 6 are based upon a panel of establishments which were able to report the breakdown of their print media billings (these exclude production charges).

On a vérifié l'exactitude et l'uniformité des questionnaires remplis selon des normes établies d'avance. Lorsque les renseignements ne répondaient pas aux normes, on a communiqué avec l'entreprise par lettre ou par téléphone, afin d'obtenir des précisions. Les procédures d'imputation pour les non-réponses étaient fondées sur les déclarations de l'année précédente et sur les réponses des entreprises du même groupe de taille que celui des non-répondants.

#### Statistique Sommaire

Les statistiques de tous les tableaux, sauf le tableau 3, visent à la fois les entreprises constituées en société et celles qui ne le sont pas. Pour les unes et les autres, le nombre de salariés est celui de la dernière semaine complète de septembre ou de la période de paye qui s'en rapprochait le plus.

Le tableau 3 présente un sommaire des données sur l'emploi, les salaires et traitements et les bénéfices nets (avant impôt) des entreprises constituées en société. Le nombre d'entreprises non constituées en société dont le chiffre d'affaires brut n'atteignait pas \$500,000 a augmenté de 15.6 % par rapport à 1975 pendant que le total des bénéfices nets (avant impôt) déclarés par ces entreprises diminuait de 64.0 %. Malgré l'addition de plusieurs nouvelles entreprises à ce groupe de taille, les bénéfices nets déclarés étaient, dans l'ensemble, négatifs. On observait, en général, une baisse des bénéfices réalisés par les entreprises qui sont demeurées dans ce groupe de taille.

Le nombre d'entreprises constituées en société dont le chiffre d'affaires brut se situait entre \$5,000,000 et \$9,999,999 a augmenté de 9.1 % par rapport à 1975; le bénéfice net total (avant impôt) déclaré par ces entreprises a, pour sa part, augmenté de 163.9 %. Plusieurs entreprises de ce groupe de taille ont déclaré d'importantes augmentations de leurs bénéfices nets (avant impôt); quelques-unes qui avaient subi des pertes en 1975 ont réalisé des bénéfices en 1976.

Les 26 entreprises non constituées en société ont déclaré 26 propriétaires actifs, 70 salariés dont les traitements et salaires s'établissaient à \$682,582 et des bénéfices nets (avant impôt) de \$271,012. Les augmentations par rapport aux totaux tirés de l'enquête de 1975 sont imputables aux nouvelles entreprises non constituées en société.

Les tableaux 5 et 6 présentent des statistiques fondées sur un groupe d'entreprises ayant fourni une ventilation du chiffre d'affaires des supports publicitaires, en particulier les imprimés (à l'exclusion des frais de production).



TABLE 1. Summary Statistics, Advertising Agencies in Canada, 1972-1976

TABLEAU 1. Statistique récapitulative des agences de publicité au Canada, 1972-1976

Year - Année	Number of firms - Nombre d'agen- ces	Amount of billings - Chiffre d'affaires			Gross revenue from - Recettes brutes au titre de			Other gross operating revenue (retainers, fees where commission is not applicable or was rebatable to the client) - Autres recettes brutes d'exploita- tion (honoraires dans le cas où l'on ne calcule pas de commis- sion ou que celle-ci a été ristournée au client)	Total gross operating revenue		Net profit (before deduction for income taxes) - Bénéfice net (avant déductions des impôts sur le revenu)
		Adver- tising billings(1) - Chiffre d'affaires de publi- cité(1)	Market surveys, research and other services - Étude de marché, recherche et autres services	Total	Advertising billings(1) - Chiffre d'affaires de publicité(1)		Market surveys, research and other services - Étude de marché, recherche et autres services		Total des recettes brutes d'exploitation		
					Amount - Montant	Per cent of billings - Pourcen- tage du chiffre d'affaires			Amount - Montant	Per cent of billings - Pourcen- tage du chiffre d'affaires	
			\$'000				\$'000			\$'000	
1972 .....	189	523,204	11,862	535,066	87,713	16.8	3,440	911	92,064	17.2	9,364
1973 .....	211	577,117	9,045	586,162	99,026	17.2	3,713	928	103,667	17.7	9,464
1974 .....	220	657,209	18,591	675,800	109,063	16.6	5,308	1,050	115,421	17.1	10,150
1975 .....	242	697,041	24,096	721,137	116,213	16.7	4,803	1,863	122,880	17.0	10,756
1976 .....	304	890,974	25,214	916,188	143,472	16.1	7,984	2,557	154,013	17.3	13,674

(1) Includes production work done. - Comprend le travail de production.

TABLE 2. Employment and Gross Revenue, 1972-1976

TABLEAU 2. Emploi et recettes brutes, 1972-1976

Year - Année	Number of firms - Nombre d'agences	Gross revenue(1) - Recettes brutes(1)	Employees - Employés			Total amount paid to employees - Rémunération totale	Per cent of gross revenue - Pourcentage des recettes brutes
			Male	Female	Total		
			- Hommes	- Femmes			
		\$'000	No. - nbre			\$'000	
1972 .....	189	92,064	2,308	2,166	4,474	53,014	57.6
1973 .....	211	103,667	2,427	2,439	4,866	59,559	57.5
1974 .....	220	115,421	2,543	2,537	5,080	66,589	57.7
1975 .....	242	122,880	2,283	2,438	4,721	69,345	56.4
1976 .....	304	154,013	2,602	2,816	5,418	83,298	54.1

(1) Includes revenue from production work. - Comprend les recettes pour le travail de production.

TABLE 3. Employment, Salaries and Wages and Net Profit of Incorporated Advertising Agencies, Classified According to Total Gross Billings, 1976

TABLEAU 3. Effectifs, salaires et traitement et profit net des agences de publicité, constituées en société, classées suivant leur chiffre d'affaires total brut, 1976

Item - Article	Total gross billings - Chiffre d'affaires total brut						Total
	Less than \$500,000 - Moins de \$500,000	\$500,000-2,499,999	\$2,500,000-4,999,999	\$5,000,000-9,999,999	\$10,000,000-and over - et plus		
Number of firms - Nombre d'agences .....	104	120	19	12	23		278
Number of employees - Nombre d'employés .....	303	1,080	340	418	3,207		5,348
Salaries and wages - Traitements et salaires .....	3,061	15,831	5,049	7,085	51,589		82,615
Net profit (before income taxes) - Bénéfice net (avant déduction des impôts sur le revenu) .....	172	2,444	853	1,644	8,291		13,404

TABLE 4. Billings of Advertising Agencies, Classified by Amount of Total Billings, 1972-1976

TABEAU 4. Chiffre d'affaires des agences de publicité, classés selon leur chiffre d'affaires total, 1972-1976

Year Année	Total advertising billings - Chiffres d'affaires total de publicité											
	Less than \$500,000 Moins de \$500,000		\$500,000- 2,499,999		\$2,500,000- 4,999,999		\$5,000,000- 9,999,999		\$10,000,000 and over et plus		Total	
	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant
		\$'000		\$'000		\$'000		\$'000		\$'000		\$'000
1972 .....	89	18,959	66	71,712	9	34,280	11	76,065	14	334,050	189	535,066
1973 .....	95	18,273	77	85,123	14	48,238	9	65,180	16	369,348	211	586,162
1974 .....	92	19,182	86	96,837	15	54,555	10	71,424	17	433,802	220	675,800
1975 .....	108	22,699	94	117,663	12	45,986	11	77,041	17	457,748	242	721,137
1976 .....	127	24,566	123	143,894	19	64,120	12	86,313	23	597,295	304	916,188

TABLE 5. Percentage Distribution of Print Media Billings, by Type and by Revenue Size Group of Advertising Agencies, 1976

TABEAU 5. Répartition proportionnelle du chiffre d'affaires des agences de publicité pour les imprimés par support publicitaire selon le type et la tranche de revenu, 1976

Total billings Chiffre d'affaires	Number of firms showing the breakdown of print media — Nombre d'agences donnant le chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires pour les supports publicitaires	Per cent — Pourcentage	Daily newspapers — Journaux quotidiens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly, semi-weekly and tri-weekly newspapers — Journaux hebdomadaire, bihebdomadaire et trihebdomadaire	Consumer magazines — Revue du consommateur	Trade papers — Revue professionnelle	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux collégiaux, etc.)
		\$'000							
Less than - Moins de \$500,000 .....	124	11,797	100.0	37.3	2.2	4.8	17.9	27.3	10.5
\$ 500,000-\$2,499,999 ...	114	51,551	100.0	44.2	5.9	9.0	14.4	20.1	6.4
2,500,000- 4,999,999 ...	18	21,957	100.0	50.5	12.5	1.4	18.2	15.7	1.7
5,000,000- 9,999,999 ...	12	27,624	100.0	52.7	4.5	4.4	27.8	8.9	1.7
10,000,000 and over - et plus .....	23	149,850	100.0	45.4	9.9	5.1	25.1	9.7	4.8
Total .....	291	262,779	100.0	46.0	8.4	5.5	22.4	12.9	4.8

TABLE 6. Percentage Distribution of Individual Print Media Billings, by Revenue Size Group of Advertising Agencies, 1976

TABEAU 6. Répartition proportionnelle du chiffre d'affaires des agences de publicité pour les imprimés individuels par support publicitaire, selon la tranche de revenu, 1976

Total billings Chiffre d'affaires total	Number of firms showing the breakdown of print media — Nombre d'agences donnant le chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires pour les supports publicitaires	Daily newspapers — Journaux quotidiens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly, semi-weekly and tri-weekly newspapers — Journaux hebdomadaire, bihebdomadaire et trihebdomadaire	Consumer magazines — Revue du consommateur	Trade papers — Revue professionnelle	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux collégiaux, etc.)
		\$'000						
Less than - Moins de \$500,000 .....	124	11,797	3.6	1.2	3.9	3.6	9.5	9.8
\$ 500,000-\$2,499,999 ...	114	51,551	18.9	13.8	32.2	12.6	30.5	26.2
2,500,000- 4,999,999 ...	18	21,624	9.2	12.4	2.2	6.8	10.1	3.0
5,000,000- 9,999,999 ...	12	27,624	12.0	5.6	8.4	13.0	7.3	3.8
10,000,000 and over - et plus .....	23	146,336	56.3	67.0	53.3	64.0	42.6	57.2
Total .....			100.0	100.0	100.0	100.0	100.0	100.0
Total .....	291	262,779	120,889	22,050	14,381	58,905	33,962	12,592

TABLE 7. Percentage Distribution of Advertising Billings by Medium,  
Classified by Amount of Total Billings, 1976TABLEAU 7. Répartition proportionnelle du chiffre d'affaires de publicité, par support publicitaire,  
classées selon leur chiffre d'affaires total, 1976

Total billings - Chiffre d'affaires total	Number of firms - Nombre d'agences	Total advertising billings - Total chiffres d'affaires de publicité	Distribution of advertising billings Répartition du chiffre d'affaires de publicité						
			Print media - Imprimés	Television - Télévision	Radio	Outdoor and transportation - Supports extérieurs et transport en commun	Direct mail, point of purchase, brochures, catalogues, contests, etc.	Other - Autres	Total
							Par la poste, aux points de vente, brochures, catalogues, concours, etc.		
		\$'000				%			
Less than - Moins de \$500,000 ...	127	23,938	58.6	10.3	16.7	5.2	x	x	100.0
\$ 500,000-\$2,499,999 .....	123	138,545	48.2	23.8	16.4	2.7	7.4	1.5	100.0
2,500,000- 4,999,999 .....	19	63,430	43.3	34.6	15.5	4.6	1.6	0.4	100.0
5,000,000- 9,999,999 .....	12	83,390	39.5	37.9	16.0	2.0	x	x	100.0
10,000,000 and over - et plus .....	23	581,671	30.9	52.6	12.1	3.0	1.3	0.1	100.0
Total .....	304	890,974	36.0	44.3	13.5	3.1	2.7	0.4	100.0

TABLE 8. Advertising Billings to Clients, by Medium and Kind of Service, 1976

TABLEAU 8. Chiffre d'affaires de publicité, par support publicitaire et genre de service, 1976

Media - Véhicule publicitaire	Media billings — Support publicitaire		Production charges — Frais de production		Total	
	Amount	Per cent	Amount	Per cent	Amount	Per cent
	Montant	Pourcentage	Montant	Pourcentage	Montant	Pourcentage
	\$'000		\$'000		\$'000	
Print media - Imprimés .....	271,297	84.5	49,731	15.5	321,028	100.0
Television - Télévision .....	341,848	86.6	52,867	13.4	394,715	100.0
Radio .....	111,125	92.3	9,270	7.7	120,395	100.0
Outdoor and transportation - À l'extérieur et transport en commun .....	25,008	92.3	2,093	7.7	27,101	100.0
Direct mail, point of purchase, brochures, contests, etc. - Par la poste, aux points de vente, brochures, catalogues, concours, etc. ....	...	...	24,107	100.0	24,107	100.0
Other - Autres .....	...	...	3,628	100.0	3,628	100.0
Total .....	749,278	84.1	141,696	15.9	890,974	100.0

TABLE 9. Percentage Distribution of Advertising Billings by Medium and Kind of Service, by Size Group,  
Classified by Amount of Total Billings, 1976TABLEAU 9. Répartition proportionnelle du chiffre d'affaires de publicité, par support et genre de service, par ordre de grandeur,  
classées selon leur chiffre d'affaires total, 1976

Total billings — Chiffre d'affaires total	Total		Media billings — Support publicitaire		Production charges — Frais de production		Total		Media billings — Support publicitaire		Production charges — Frais de production	
	\$'000	%					\$'000	%				
			Print media - Imprimés				Television - Télévision					
Less than - Moins de \$500,000 .....	14,035	100.0	x	85.4	x	14.6	2,454	100.0	87.1	12.9		
\$ 500,000-\$2,499,999 .....	66,740	100.0	x	88.4	x	11.6	3,705	100.0	85.8	14.2		
2,500,000- 4,999,999 .....	27,462	100.0	x	84.0	x	16.0	21,961	100.0	87.0	13.0		
5,000,000- 9,999,999 .....	32,903	100.0	x	83.3	x	16.7	31,643	100.0	84.9	15.1		
10,000,000 and over - et plus .....	179,888	100.0	x	83.3	x	16.7	305,667	100.0	86.8	13.2		
Total .....	321,028	100.0		84.5		15.5	394,715	100.0	86.6	13.4		
			Radio				Outdoor and transportation — Supports extérieurs et transport en commun					
Less than - Moins de \$500,000 .....	3,994	100.0		94.7		5.3	1,260	100.0	x	84.4	x	15.6
\$ 500,000-\$2,499,999 .....	22,732	100.0		92.8		7.2	2,916	100.0	x	84.4	x	15.6
2,500,000- 4,999,999 .....	9,841	100.0		96.4		3.6	1,695	100.0		96.4		3.6
5,000,000- 9,999,999 .....	13,327	100.0		92.6		7.4	17,545	100.0		95.2		4.8
10,000,000 and over - et plus .....	70,502	100.0		92.3		7.7	27,101	100.0		92.3		7.7
Total .....	120,396	100.0		92.3		7.7	27,101	100.0		92.3		7.7











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ENQUÊTE ANNULÉE

## ADVERTISING AGENCIES, 1977

This report presents in tabular form the results of the 1977 Survey of Advertising Agencies and is the last issue of this publication. The mailing list for the survey was drawn from Statistics Canada's Business Register of establishments classified to the Standard Industrial Classification 862 — Advertising Services and augmented by lists from trade magazines. The classification includes advertising agencies, billboard and outdoor display services, advertising on transportation facilities, sign painters, commercial artists and direct mail and door-to-door advertising firms. Coverage was limited to advertising agencies only (defined below), all other advertising services being excluded from the survey.

Questionnaires were mailed to 589 businesses of which 300 proved to be active advertising agencies in 1977. Included in this publication are estimates for 15 establishments which were known to be active in 1977 but which failed to complete questionnaires.

## AGENCES DE PUBLICITÉ, 1977

Le présent bulletin donne, sous forme de tableaux, les résultats de l'enquête annuelle de 1977 sur les agences de publicité. Il s'agit du dernier numéro de ce bulletin. La liste postale pour l'enquête a été établie à partir du Registre des entreprises de Statistique Canada; on y a ajouté des noms tirés de revues spécialisées, propres aux établissements classés dans la catégorie Services de publicité — 862 de la Classification des activités économiques. Cette catégorie englobe les agences de publicité et les services de panneaux publicitaires et d'affichage extérieur, de publicité sur les transports en commun, de peinture d'enseignes et de dessin publicitaire, ainsi que les entreprises d'envoi postal et de distribution à domicile de matériel publicitaire. L'enquête visait uniquement les agences de publicité (définies plus loin) sans tenir compte des autres services publicitaires.

Des questionnaires ont été postés à 589 entreprises, dont 300 se sont révélées des agences de publicité actives en 1977. Ce bulletin prend en compte des estimations relatives à 15 établissements que l'on savait actifs en 1977 mais qui n'ont pas rempli de questionnaire.

February — 1979 — Février  
5-3404-525

Excluded from this publication are 20 firms that were out of business or inactive during 1977; 194 that were out of scope for this survey; 27 Post Office returns for which current addresses or telephone listings could not be found; nine duplicates and 39 that did not respond and for which no estimates could be made.

#### Definitions

Advertising agency - Establishment primarily engaged in placing advertising with various types of media on a commission or fee basis.

Advertising billings - Amount charged to the customer by the advertising agency and composed of media billings and production charges.

Media billings - Amount billed to the customer for the purchase of media time or space including the agency commissions that are not rebated to the client. Four media classifications were used for this survey: print; television; radio; outdoor and transportation.

Production charges - Fee charged by the advertising agency or by a third party to actually produce the advertising and commercials.

#### Data Quality

The quality of the published data is largely dependent upon the accuracy of the figures reported by the respondent.

Data were compared with that of 1976 and previous years and any large changes were verified with the respondent by letter or telephone.

Estimates for missing data were based upon the previous year's reports when available and upon the responses of a panel of establishments within similar revenue size groups. Complete imputation was required for 15 establishments whose estimated gross revenue amounted to less than 0.7% of the total revenue reported.

Sont exclues de cette publication 20 entreprises qui ont abandonné les affaires ou été inactives en 1977, 194 qui ont été hors du champ d'enquête, 27 dont les questionnaires ont été renvoyés par les bureaux de poste et pour lesquelles aucune nouvelle adresse ou numéro de téléphone n'a pu être trouvé, neuf qui ont fait l'objet d'un double envoi et 39 qui n'ont pas répondu et pour lesquelles aucune estimation n'a pu être faite.

#### Définitions

Agence de publicité - Entreprise dont la principale activité est de passer de la publicité auprès des divers genres de supports publicitaires en retour d'une commission ou d'une rémunération.

Chiffre d'affaires de publicité - Montant facturé au client par l'agence de publicité; il se compose du chiffre d'affaires des supports publicitaires et des frais de production.

Chiffre d'affaires des supports publicitaires - Frais facturés au client pour l'achat de temps ou d'espace dans un support publicitaire, y compris les commissions de l'agence qui ne sont pas remises au client; aux fins de cette enquête, on distingue quatre genres de supports publicitaires: les imprimés, la télévision, la radio, les panneaux-réclame et les véhicules.

Frais de production - Frais exigés par l'agence de publicité ou par un tiers pour la production proprement dite de l'annonce publicitaire.

#### Qualité des données

La qualité des données publiées dépend dans une large mesure de la précision des chiffres déclarés par les enquêtés.

Les données ont été comparées avec celles de 1976 et des années précédentes. Les écarts importants ont été vérifiés auprès des enquêtés concernés par correspondance ou par téléphone.

L'estimation des données manquantes s'est fondée sur les déclarations de l'année précédente (si elles existaient) et sur les réponses d'un échantillon constant d'établissements à l'intérieur d'une fourchette de recettes semblables. Il a fallu procéder à une imputation complète dans le cas de 15 établissements dont les recettes brutes estimatives représentaient moins de 0.7 % de l'ensemble des recettes déclarées.

### Survey Methodology

The questionnaires were mailed during the last week of March 1978. A maximum of three follow-up requests were sent to delinquent firms and finally, missing information was sought by telephone with the assistance of Statistics Canada's regional offices.

Completed forms were edited for accuracy and consistency according to pre-established edit specifications. When information did not meet these specifications, the respondent was contacted to confirm the data.

### Supplementary Information

The statistics in all tables except Table 3 include both incorporated and unincorporated businesses. All establishments were asked to report full-time and part-time employees as of the last complete week of September 1977 or the closest pay period.

The 18 unincorporated advertising agencies reported 22 working proprietors, 32 employees with salaries and wages of \$203,293, advertising billings totalling \$3,947,853 and a net profit (before income tax) of \$302,362.

All the tables in this publication are comparable with those for 1976. Some of the table and column headings have been changed to define more accurately the data that are presented.

### Méthodologie de l'enquête

Les questionnaires ont été postés durant la dernière semaine de mars 1978. On a envoyé aux entreprises retardataires un maximum de trois rappels postaux et, enfin, demandé au téléphone, avec la collaboration des bureaux régionaux de Statistique Canada, les renseignements qui manquaient.

On a vérifié l'exactitude et l'uniformité des formules remplies selon des normes établies d'avance. Lorsque les renseignements ne répondaient pas aux normes, on a communiqué avec l'enquêté afin d'obtenir des précisions.

### Information supplémentaire

Les chiffres de tous les tableaux sauf le tableau 3 portent à la fois sur les entreprises constituées en société et sur celles qui ne le sont pas. On a demandé à tous les établissements de déclarer le nombre de salariés à plein temps et à temps partiel à l'emploi de l'entreprise au cours de la dernière semaine complète de septembre 1977 ou de la période de paye qui s'en rapprochait le plus.

Les 18 agences de publicité non constituées en société ont déclaré 22 propriétaires actifs, 32 salariés dont les salaires et traitements s'établissaient à \$203,293, un chiffre d'affaires de publicité qui atteignait \$3,947,853 et des bénéfices nets (avant impôt) de \$302,362.

Tous les tableaux du présent bulletin sont comparables à ceux de 1976, bien qu'on ait changé certains titres de tableaux et de colonnes afin de décrire plus précisément les données qui y figurent.

TABLE 1. Summary Statistics, Advertising Agencies, Canada, 1973-1977

TABEAU 1. Statistique récapitulative des agences de publicité, Canada, 1973-1977

Year — Année	Number of firms — Nombre d'agences	Amount of billings — Chiffre d'affaires			Gross revenue from — Recettes brutes au titre de			Other gross operating revenue (retainers, fees where commission is not applicable or was rebatable to the client) — Autres recettes brutes d'exploitation (honoraires dans le cas où l'on ne calcule pas de commission ou que celle-ci a été ristournée au client)	Total gross operating revenue		Net profit (before deduction for income taxes) — Bénéfice net (avant déductions des impôts sur le revenu)
		Advertising billings(1) — Chiffre d'affaires de publicité(1)	Market surveys, research and other services — Étude de marché, recherche et autres services	Total	Advertising billings(1) — Chiffre d'affaires de publicité(1)		Market surveys, research and other services — Étude de marché, recherche et autres services				
					Amount — Montant	Percentage of advertising billings(1) — Pourcentage du chiffre d'affaires de publicité(1)					
									Amount — Montant	Percentage of total billings(1) — Pourcentage du chiffre d'affaires total(1)	
				\$'000				\$'000		\$'000	
1973 .....	211	577,117	9,045	586,162	99,026	17.2	3,713	928	103,667	17.7	9,464
1974 .....	220	657,209	18,591	675,800	109,063	16.6	5,308	1,050	115,421	17.1	10,150
1975 .....	242	697,041	24,096	721,137	116,213	16.7	4,803	1,863	122,880	17.0	10,756
1976 .....	304	890,974	25,214	916,188	143,472	16.1	7,984	2,557	154,013	16.8 <sup>a</sup>	13,674
1977 .....	300	994,958	31,053	1,026,011	157,988	15.9	7,240	2,542	167,770	16.4	14,368

(1) Includes production work done. - Comprend le travail de production.

† Revised figures. - Nombres rectifiés.

TABLE 2. Employment and Gross Revenue of Advertising Agencies, Canada, 1973-1977

TABEAU 2. Emploi et recettes brutes des agences de publicité, Canada, 1973-1977

Year - Année	Number of firms - Nombre d'agences	Gross revenue(1) - Recettes brutes(1)	Employees - Employés			Total amount paid to employees - Rémunération totale	Per cent of gross revenue - Pourcentage des recettes brutes
			Male(2) - Hommes(2)	Female(2) - Femmes(2)	Total		
		\$'000	No. - nbre			\$'000	
1973 .....	211	103,667	2,427	2,439	4,866	59,559	57.5
1974 .....	220	115,421	2,543	2,537	5,080	66,589	57.7
1975 .....	242	122,880	2,283	2,438	4,721	69,345	56.4
1976 .....	304	154,013	2,602	2,816	5,418	83,298	54.1
1977 .....	300	167,770	5,304	176	5,480	89,264	53.2

(1) Includes revenue from production work. - Comprend les recettes pour le travail de production.

(2) In 1977 respondents were asked to indicate the number of full-time and part-time employees regardless of sex. Full-time employees are listed under "male" and part-time employees under "female". - En 1977, on a demandé aux enquêtés de donner le nombre d'employés à plein temps et à temps partiel sans tenir compte du sexe. Les employés à plein temps figurent dans la colonne "hommes" et les employés à temps partiel, dans la colonne "femmes".

TABLE 3. Employment, Salaries and Wages and Net Profit of Incorporated Advertising Agencies, Classified by Size Group of Gross Billings, Canada, 1977

TABEAU 3. Effectifs, salaires et traitements et profit net des agences de publicité, constituées en société, selon la taille du chiffre d'affaires, Canada, 1977

Item - Article	Total gross billings - Chiffre d'affaires total brut					Total
	Less than \$500,000 - Moins de \$500,000	\$ 500,000-2,499,999	\$2,500,000-4,999,999	\$5,000,000-9,999,999	\$10,000,000 and over - et plus	
Number of firms - Nombre d'agences .....	106	112	31	10	23	282
Number of employees - Nombre d'employés .....	302	966	575	420	3,185	5,448
Salaries and wages - Traitements et salaires .....	3,164	14,436	9,629	6,845	54,986	89,060
Net profit (before income taxes) - Bénéfice net (avant déduction des impôts sur le revenu) .....	272	1,943	1,147	1,152	9,552	14,066



TABLE 4. Billings of Advertising Agencies, Classified by Size Group of Gross Billings, Canada, 1973-1977

TABLÉAU 4. Chiffre d'affaires des agences de publicité, selon la taille du chiffre d'affaires, Canada, 1973-1977

Year — Année	Gross billings — Chiffre d'affaires brut											
	Less than \$500,000 — Moins de \$500,000		\$ 500,000— 2,499,999		\$2,500,000— 4,999,999		\$5,000,000— 9,999,999		\$10,000,000 and over — et plus		Total	
	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant	Number of firms — Nombre d'agences	Amount — Montant
		\$'000		\$'000		\$'000		\$'000		\$'000		\$'000
1973 .....	95	18,273	77	85,123	14	48,238	9	65,180	16	369,348	211	586,162
1974 .....	92	19,182	86	96,837	15	54,555	10	71,424	17	433,802	220	675,800
1975 .....	108	22,699	94	117,663	12	45,986	11	77,041	17	457,748	242	721,137
1976 .....	127	24,566	123	143,894	19	64,120	12	86,313	23	597,295	304	916,188
1977 .....	123	27,603	113	136,056	31	102,234	10	76,159	23	683,959	300	1,026,011

TABLE 5. Percentage Distribution by Type of Print Media Billings, Classified by Size Group of Gross Billings, Canada, 1977

TABLÉAU 5. Répartition proportionnelle du chiffre d'affaires des agences de publicité pour les imprimés par support publicitaire, selon la taille du chiffre d'affaires, Canada, 1977

Gross billings by size group — Taille du chiffre d'affaires brut	Number of firms showing the breakdown of print media — Nombre d'agences donnant le chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires pour les supports publicitaires	Per cent — Pourcentage	Daily news-papers — Journaux quotidiens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly, semi-weekly and tri-weekly newspapers — Journaux hebdomadaires, bihebdomadaires et trihebdomadaires	Consumer magazines — Revue du consommateur	Trade papers — Revue professionnelle	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux col-légiaux, etc.)
		\$'000				%			
Less than \$500,000 — Moins de \$500,000 .....	114	13,627	100.0	37.3	1.4	x	12.4	33.1	x
\$ 500,000—\$2,499,999 ...	107	55,271	100.0	45.4	5.1	8.8	13.4	19.4	7.9
2,500,000— 4,999,999 ...	31	41,085	100.0	46.9	11.3	7.1	20.1	5.9	8.7
5,000,000— 9,999,999 ...	10	25,101	100.0	57.7	3.9	x	23.8	11.1	x
10,000,000 and over — et plus .....	23	171,315	100.0	45.4	7.1	4.6	27.8	9.7	5.4
Total .....	285	306,399	100.0	46.2	6.8	5.7	23.2	12.1	6.0

x Confidential to meet secrecy requirements of the Statistics Act. — Confidentiel en vertu des dispositions de la Loi sur la statistique relatives au secret.

TABLE 6. Percentage Distribution of Individual Print Media Billings, Classified by Size Group of Gross Billings, Canada, 1977

TABLÉAU 6. Répartition proportionnelle du chiffre d'affaires des agences de publicité pour imprimés individuels par support publicitaire selon la taille du chiffre d'affaires, Canada, 1977

Gross billings by size group — Taille du chiffre d'affaires brut	Number of firms showing the breakdown of print media — Nombre d'agences donnant le chiffre d'affaires dans les imprimés par support publicitaire	Amount of print media billings — Chiffre d'affaires pour les supports publicitaires	Daily news-papers — Journaux quotidiens	Week-end (roto) magazines — Journaux de fin de semaine	Weekly, semi-weekly and tri-weekly newspapers — Journaux hebdomadaires, bihebdomadaires et trihebdomadaires	Consumer magazines — Revue du consommateur	Trade papers — Revue professionnelle	Other print media (yellow pages, farm publications, college papers, etc.) — Autres imprimés (pages jaunes, journaux agricoles, journaux col-légiaux, etc.)
		\$'000			%			
Less than \$500,000 — Moins de \$500,000 .....	114	13,627	3.6	0.9	x	2.4	12.2	x
\$ 500,000—\$2,499,999 ...	107	55,271	17.7	13.6	27.8	10.5	29.0	23.8
2,500,000— 4,999,999 ...	31	41,085	13.6	22.3	16.7	11.6	6.5	19.4
5,000,000— 9,999,999 ...	10	25,101	10.2	4.7	x	8.4	7.5	x
10,000,000 and over — et plus .....	23	171,315	54.9	58.5	45.4	67.1	44.8	50.0
Total .....			100.0	100.0	100.0	100.0	100.0	100.0
Total .....	285	306,399	141,722	20,777	17,441	71,062	37,017	18,380

x Confidential to meet secrecy requirements of the Statistics Act. — Confidentiel en vertu des dispositions de la Loi sur la statistique relatives au secret.

TABLE 7. Percentage Distribution of Advertising Billings by Medium, Classified by Size Group of Advertising Billings, Canada, 1977

TABLEAU 7. Répartition proportionnelle du chiffre d'affaires de publicité, par support publicitaire, selon la taille du chiffre d'affaires de publicité, Canada, 1977

Advertising billings by size group — Taille du chiffre d'affaires de publicité	Number of firms — Nombre d'agences	Advertising billings — Chiffre d'affaires de publicité	Distribution of advertising billings — Répartition du chiffre d'affaires de publicité						
			Print media — Imprimés	Television — Télévision	Radio	Outdoor and transportation — Supports extérieurs et transport en commun	Direct mail, point of purchase, brochures, catalogues, contests, etc. — Par la poste, aux points de vente, brochures, catalogues, concours, etc.	Other — Autres	Total
		\$'000				%			
Less than \$500,000 - Moins de \$500,000 .....	123	27,076	61.2	11.0	15.5	3.2	8.3	0.8	100.0
\$ 500,000-\$2,499,999 .....	113	132,331	51.5	23.2	16.3	2.9	5.1	1.0	100.0
\$ 2,500,000-\$4,999,999 .....	31	101,080	46.1	28.0	17.8	3.3	3.8	1.0	100.0
\$ 5,000,000- 9,999,999 .....	10	72,291	40.6	33.8	14.2	5.6	x	x	100.0
10,000,000 and over - et plus .....	23	662,180	31.2	52.0	11.0	3.3	x	x	100.0
Total .....	300	994,958	36.9	43.3	12.7	3.4	3.2	0.5	100.0

x Confidential to meet secrecy requirements of the Statistics Act. - Confidentiel en vertu des dispositions de la Loi sur la statistique relatives au secret.

TABLE 8. Advertising Billings to Clients, by Medium and Kind of Service, Canada, 1977

TABLEAU 8. Chiffre d'affaires de publicité, par support publicitaire et genre de service, Canada, 1977

Media - Véhicule publicitaire	Media billings — Support publicitaire		Production charges — Frais de production		Total	
	Amount — Montant	Per cent — Pourcentage	Amount — Montant	Per cent — Pourcentage	Amount — Montant	Per cent — Pourcentage
	\$'000		\$'000		\$'000	
Print media - Imprimés .....	308,101	83.9	58,969	16.1	367,070	100.0
Television - Télévision .....	373,262	86.7	57,456	13.3	430,718	100.0
Radio .....	116,335	91.6	10,615	8.4	126,950	100.0
Outdoor and transportation - À l'extérieur et transport en commun .....	29,617	87.5	4,237	12.5	33,854	100.0
Direct mail, point of purchase, brochures, contests, etc. - Par la poste, aux points de vente, brochures, catalogues, concours, etc. ....	...	...	31,890	100.0	31,890	100.0
Other - Autres .....	...	...	4,476	100.0	4,476	100.0
Total .....	827,315	83.2	167,643	16.8	994,958	100.0

... Figures not appropriate or not applicable. - N'ayant pas lieu de figurer.

TABLE 9. Percentage Distribution of Advertising Billings by Medium and Kind of Service, Classified by Size Group of Advertising Billings, Canada, 1977

TABLEAU 9. Répartition proportionnelle du chiffre d'affaires de publicité, par support et genre de service, selon la taille du chiffre d'affaires de publicité, Canada, 1977

Advertising billings by size group — Taille du chiffre d'affaires de publicité	Total		Media billings — Support publicitaire	Production charges — Frais de production	Total		Media billings — Support publicitaire	Production charges — Frais de production
	\$'000	%			\$'000	%		
			Print media - Imprimés				Television - Télévision	
Less than \$500,000 - Moins de \$500,000 .....	16,571	100.0	85.2	14.8	2,985	100.0	85.3	14.7
\$ 500,000-\$2,499,999 .....	68,115	100.0	82.9	17.1	30,467	100.0	85.7	14.3
\$ 2,500,000- 4,999,999 .....	46,643	100.0	88.1	11.9	28,311	100.0	83.3	16.7
\$ 5,000,000- 9,999,999 .....	29,346	100.0	85.5	14.5	24,424	100.0	84.1	15.9
10,000,000 and over - et plus .....	206,395	100.0	83.0	17.0	344,331	100.0	87.2	12.8
Total .....	367,070	100.0	83.9	16.1	430,718	100.0	86.7	13.3
			Radio				Outdoor and transportation — Supports extérieurs et transport en commun	
Less than \$500,000 - Moins de \$500,000 .....	4,198	100.0	90.1	9.9	859	100.0	87.2	12.8
\$ 500,000-\$2,499,999 .....	21,556	100.0	91.6	8.4	3,873	100.0	82.1	17.9
\$ 2,500,000- 4,999,999 .....	17,945	100.0	87.2	12.8	3,362	100.0	87.8	12.2
\$ 5,000,000- 9,999,999 .....	10,292	100.0	94.8	5.2	4,004	100.0	87.6	12.4
10,000,000 and over - et plus .....	72,959	100.0	92.4	7.6	21,756	100.0	89.9	10.1
Total .....	126,950	100.0	91.6	8.4	33,854	100.0	87.5	12.5





